

CANADIAN
Coin Box
MAGAZINE

NEWS
FOR THE
COIN OPERATED
ENTERTAINMENT
INDUSTRY
JULY/AUG. 1993



12L 1
1 Mar 94

12L 1
1 Mar 94
XX2 (L)

INSIDE**

**PINBALLS:
THEIR HISTORY,
TECHNOLOGY,
& RESOURCE**



CANADA'S LEADING JOBBER & AUCTIONEER
WILL BE HOLDING THEIR 82ND, 83RD & 84TH

AUCTION SALES

Saturday, July 17, August 14th and September 11th At 11:30 a.m.

**STARBURST IS YOUR USED EQUIPMENT
SUPERCENTRE**

WE WELCOME YOUR USED EQUIPMENT:

TRADE – CONSIGNMENT – AUCTION

BUYING BOARDS?? CALL US FOR THE LOWEST PRICES

WE ARE CANADA'S LEADING IMPORTER OF ORIGINAL JAPANESE BOARDS

YES!! WE SELL RECONDITIONED USED EQUIPMENT
PINBALLS, POOL TABLES, JUKE BOXES, SOCCER TABLES, VIDEO GAMES . . .

SNK – NEO GEO? NBA JAM – MIDWAY? CALL
NSM - JUKE BOXES? JURASSIC PARK – DATA EAST? CALL
GOLDEN TEE II – STRATA? TWILIGHT ZONE – BALLY? CALL
ITALIAN SOCCER TABLES? POOL TABLES? CALL

IF YOU DON'T SEE THE ITEM PLEASE CALL!!...

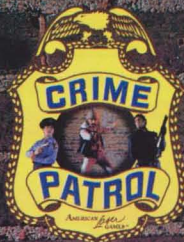
CALL RAY TODAY

717 KIPLING AVE., ETOBICOKE, ONTARIO CANADA M8Z 5G4

(416) 251-2122 ✚ FAX (416) 251-8823

AVAILABLE WHILE QUANTITIES LAST, TERMS: CASH, CREDIT CARD, BANK TRANSFER, CERT. CHEQUE.

CRIME PATROL



2 Player



CRIME PATROL
Update Kit

50" Model

33" Model

25" Model

Not only is **CRIME PATROL** the only full motion, live action, crime fighting game... it is available in a size to fit any location and budget. Choose from a 50" or 33" monitor size.

Plus, if you are currently operating other ALG games, you can refresh those older games with the addition of a **CRIME PATROL KIT**. The kit consists of a laser disc, program card and decorative cabinet decals. And you are no longer required to return the old disc and card. They're yours to keep, to build a library of ALG games.

For more details, call your American Laser Games distributor today.

Floor Space Measurements:

25" Model (27.5" w x 32" d)

33" Model (32" w x 72" d)

50" Model (47" w x 76" d)

All models are 78" high.

FOR DISTRIBUTION REFERRAL:

505-880-1718

4801 Lincoln Rd. NE
Albuquerque, NM 87109

Leaders in Interactive Live-Action

© 1993 ALG



CANADIAN **Coin Box** MAGAZINE

**NEWS
FOR THE
COIN OPERATED
AMUSEMENT
INDUSTRY**

*Published
since 1946*

Cover

Alvin G. & Co. is a family affair as shown here with Adolf Seitz Jr. and Sr. and Alvin and Michael Gottlieb with their newest pinball, Mystery Castle.

Staff

Sandra L. Anderson: Editor
Betty Resendes: Assistant Editor
Pete Wilkinson: Manager & Advertising Mgr.
Pam Chiu: Administrative Assistant

Editorial & Sales Office

Send all editorial and advertising materials to:
**106 Lakeshore Rd. E., Suite 209,
Port Credit, Ont. Canada L5G 1E3
Tel: 416-271-1366 Fax: 416-271-6373**

Canadian Coin Box: is published 10 times each year in January, February, March, April, May, June, July/Aug., September, October, and Nov./Dec.

Subscription Rates:

1 year (10 issues) \$28 + \$1.96 GST=\$29.96,
2 years \$40 = \$2.80 GST=\$42.80 Canada;
1 year U.S.A.: \$38.00 Other countries \$50.00

*** Send subscription enquiries and address changes to : 222 Argyle Ave., Delhi, Ontario N4B 2Y2, Tel: 519-582-2513.***

No part of the editorial content of this publication may be re-printed without the publisher's written permission.

©1993 NCC Publishing
Postage paid C.P.O. Delhi, Ont.
Publications mail registration number 4871

Second class postage paid at Lewiston, NY.
USPS number 007256

U.S. Postmaster: Send address changes to Canadian Coin Box, P.O. Box 1154, Lewiston, NY 14092
U.S. office of publication: Lewiston, NY 14092

Printed in Canada

NCC Publishing Magazine Division

Head office: Delhi, Ontario
Michael V. Fredericks: President
Bart Crandon: Group Publisher
Florence Jacques: Circulation Manager
NCC GST# R119397545

NCC
PUBLISHING
a subsidiary of NEWFOUNDLAND CAPITAL CORPORATION

**Volume 48 No. 7
July-August 1993**

14 Counterfeit News

An update from around the world on the battle against counterfeit video game boards.

18 Seabreeze and Richelieu

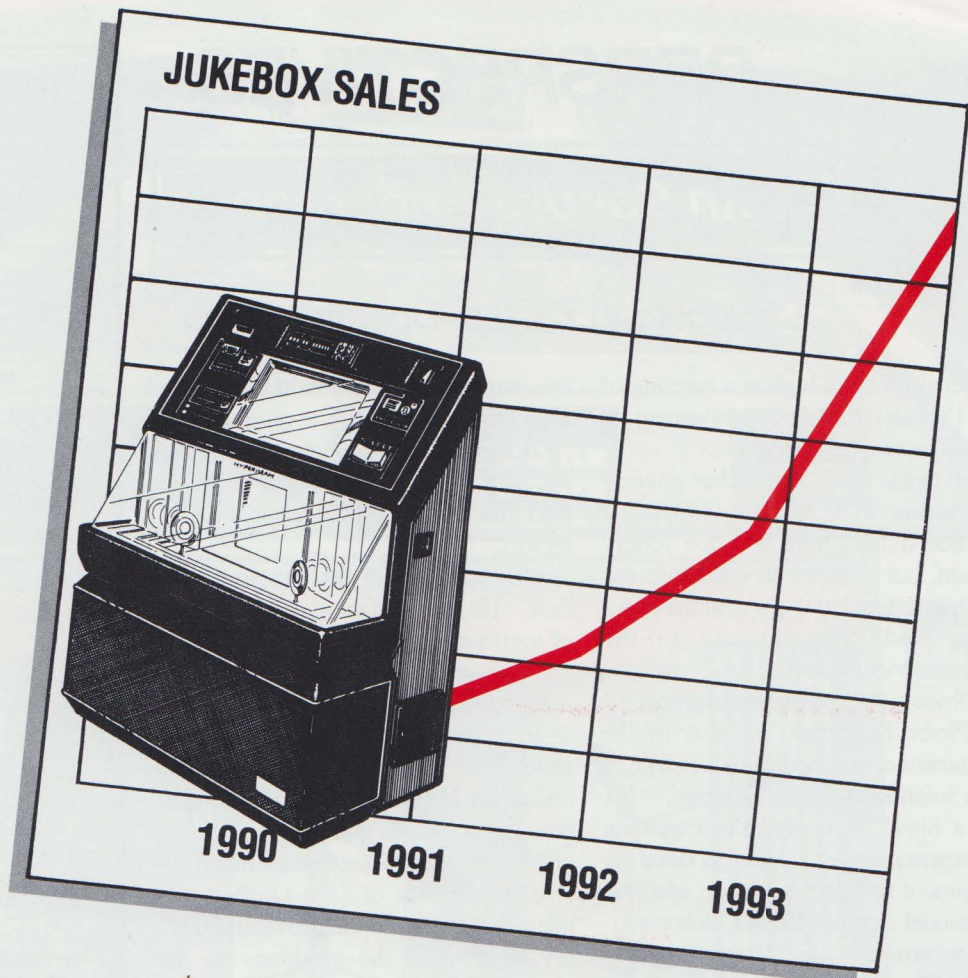
Canadian pinball history: Montreal was the home of a pinball game manufacturer from 1949 to 1951.

26 Pinball Wizards

What the manufacturers have to say about the resurgence of pinball and emerging technology.

Departments

Perspectives	4
The VLT Coin Box	4
Top 10 Game Poll	6
Canada's Hit List	8
Industry News	10
Cover Story	22
People	24
Tournament News	31
Technical Corner with John Liikala	32
New Products	34
Business Directory	36
Subscription Information	36
Marketplace/Classified Advertising	37
Advertiser's Index	40
Calendar of Events	40



What's Going On?

Why have NSM Jukebox sales been soaring up every year? Even more so in the last few months?

There are literally dozens of reasons, but it boils down to one simple answer.

NSM is the "hands down" best jukebox made today. And not by just a little bit. By a lot.

We can prove it.

Fact is, that's exactly what most operators who have switched to NSM jukeboxes have done. They've proven it to themselves. We didn't do a thing, except give them the facts.

Most were large operators. Operators that have the "horsepower" to do a thorough study. That's one of the reasons our sales have soared so wildly in recent months. They initially purchased only a few NSM's to test, now they're converting their routes and taking scores of machines.

These large operators have found that NSM is the top-earning, most reliable machine on the market today. And, most importantly, they know digital technology is advancing rapidly . . . and they realize that their NSM Jukeboxes are the most capable of adapting. Uniquely capable.

For all this, we're not asking you to just "up and switch" to NSM Jukeboxes. What we are asking is that

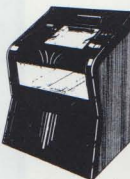
you look a little closer. See our new Performer Series™ of NSM HyperBeam™ 100-CD Jukeboxes now on the showrooms of all NSM Distributors.

For more information and the name of the Distributor nearest you contact .

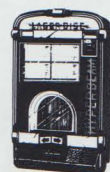
NSM

The Performance Machine™

5207 North Rose Street
Chicago, IL 60656
312-992-2280 FAX 2289



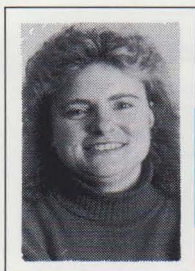
The Performer-Classie™



The Performer-Wall™



The Performer-Grand II™



PERSPECTIVES

with **Sandra Anderson**

Quebec: VLTS Yes, Operators No

Tensions were high at a meeting of l'Association de l'Amusement du Quebec on June 22, 1993.

It all began when the Quebec government announced on June 16, 1993, that it was indeed launching a video lottery program, but contrary to what was expected, had decided to go with the Nova Scotia model as opposed to the New Brunswick model.

"Obviously everyone is quite upset," says Pierre Bourgault, member of the government committee, and in charge of public relations for l'Association. "It's quite a blow for us and the Canadian amusement industry." He says since the government has decided to go with the VLT model that has Lotto Quebec running the program, the Ontario government may move in the same direction.

Meanwhile, more than half of l'Association's 220 members met to discuss a plan of action. Bourgault says the first step is to investigate what the association can do legally.

They will also insist that the government go with a Quebec manufacturer of the video poker games, because as Bourgault says, "We already have one here and they do a very good job."

And, Claude Ryan, Provincial Minister of Municipal Affairs and Public Security has left the door open for operators

by stating publicly that he'd like to meet with them concerning the program.

Bourgault says no date has yet been set for a meeting with Ryan or for the next meeting among l'Association directors.

"Everyone will let the dust settle first." He adds that there will be a period of transition, but he is sure there will be no "seizure at large" of "grey area" machines currently in locations.

In a news story in the Montreal Gazette, June 17, 1993, Ryan stated an estimated 25,000 machines scattered in bars, corner stores and hotels across the province will be placed under the exclusive jurisdiction of Loto-Quebec with the profits going to the provincial treasury. Ryan said the machines are expected to generate more than the annual take of Montreal's new casino. The casino is expected to generate some \$50 million per year for the government.

No plans have yet been announced on how the VLT program will be run, but Lotto Quebec is planning on hooking the machines to a central computer system and licensed establishments will definitely be prime locations for the games. □

\$ VLT COIN BOX \$

New Brunswick

April 1, 1993 to May 29, 1993

Cash in terminals	29.8 mil
Total winnings	16.8 mil
Lottery/gov't share	5.4 mil
Operator's share	4.6 mil
Percentage breakdown: Gov't = 30%; location = 35%; operators = 35%.	

Newfoundland/Labrador

April 1, 1992 to May 29, 1993

Cash in terminals	16.4 mil
Total winnings	11.0 mil
Lottery/gov't share	3.7 mil
Percentage breakdown: Gov't = 65%; location = 35%.	

Nova Scotia

April 1, 1992 to May 29, 1993

Cash in terminals	30.6 mil
Total winnings	21.8 mil
Lottery/gov't share	6.0 mil
Percentage breakdown: Gov't = 65%; location = 35%.	

Prince Edward Island

April 1, 1992 to May 29, 1993

Cash in terminals	4.6 mil
Total winnings	2.7 mil
Lottery/gov't share	775,403
Operator's share	592,628
Percentage breakdown: Gov't = 35%; location = 35%; operators = 30%.	

Editors Note: These figures are based on averages provided by the Atlantic Lottery Corporation. Operators must keep in mind that these figures do not accurately represent what is happening in each province. Payout percentages are different for each, and rules regarding machine placement are also different. It is also not clear whether the government has added various taxes and other operation costs to their lottery share figures stated here. Operators are advised that these numbers are just one source of information and for a more accurate picture, your provincial operators association and lottery board should be contacted.

NOTICE TO OUR READERS

Operation of some games advertised in this publication and the features therein may be subject to various federal, provincial and/or local laws or regulations. It is not intended herein to solicit the sale of such games in any jurisdiction wherein the same may not be legally sold or operated.

—The Publishers **Canadian Coin Box Magazine**



Canadian Coin Machine

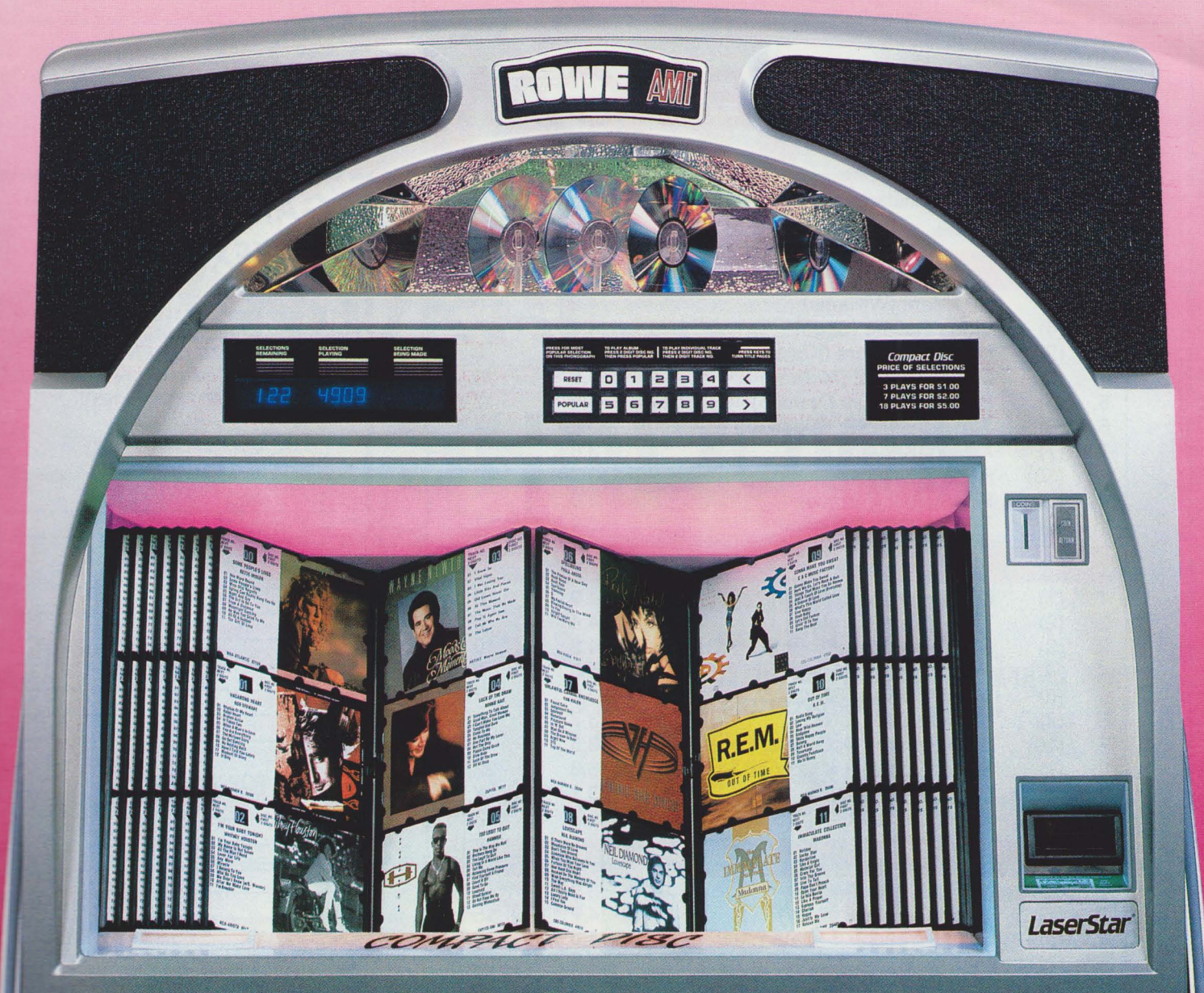
Distributors Ltd.

Proudly Representing the Data East & Gottlieb Pinball Lines

Good Selection of New and Used Machines


Huge Parts Inventory for All Makes – Exceptional Service

For All Your Pinball Needs Call (604) 420-4008



SELL MUSIC INCREASE YOUR CASHBOX

**The Rowe LaserStar® America CD-100C
The Fastest And Most Spectacular Display
Of Music Merchandising Ever**

- Panoramic view of 12 CD jackets
- INCREASE YOUR CASHBOX
- Attract more and more players
- INCREASE YOUR CASHBOX
- View 12 new CDs at the touch of a button
- INCREASE YOUR CASHBOX
- Music merchandising at its very best
- INCREASE YOUR CASHBOX
- Increase Your Cashbox
- Make It Fast, Make It Easy – Your Customers Will  It •

ROWE/AMI

Whippany, NJ 07981 USA (201) 887-0400 Fax (201) 887-2851

TOP TEN GAME POLL

RANK	TITLE (Manufacturer)	RATING	MONTHS ON CHART
() Previous month		(1-5, 5 is tops)	
DEDICATED GAMES			
1. (1)	NBA Jam (Williams)	4.9	3
2. (4)	Virtua Racing (Sega)	4.8	6
3. (2)	Lethal Enforcers (Konami)	4.7	8
4. (3)	Mortal Kombat (Midway)	4.6	10
5. (5)	Suzuka 8 Hours (Namco)	4.5	7
6. (6)	Street Fighter II: Champion (Capcom)	4.0	14
7. (7)	X-Men (Konami)	3.8	11
8. (10)	Race Drivin' (Atari)	3.3	2
9. (*)	Final Lap 2 (Namco)	3.0	*
10. (8)	Terminator 2 (Midway)	2.9	17
VIDEO KITS			
1. (1)	Mortal Kombat (Midway)	4.9	6
2. (2)	Time Killers (Strata)	4.4	3
3. (3)	Street Fighter II: Champion (Capcom)	4.2	10
4. (4)	Fatal Fury 2 (SNK)	4.0	3
5. (6)	Art of Fighting (SNK)	3.9	7
6. (7)	3 Count Bout (SNK)	3.7	2
7. (10)	Aero Fighter (McO'River)	3.5	8
8. (7)	Street Fighter II (Capcom)	3.3	23
9. (5)	World Heros (SNK)	3.1	7
10. (8)	X-Men (Konami)	2.8	*3
PINBALL			
1. (—)	Twilight Zone (Midway)	5.0	—
2. (1)	Addams Family (Bally)	4.7	15
3. (3)	Lethal Weapon 3 (Data East)	4.5	10
4. (2)	Star Wars (Data East)	4.4	4
5. (6)	Rocky & Bullwinkle (Data East)	4.3	3
6. (—)	Street Fighter II (Premier)	4.3	—
7. (8)	Creature From the Black Lagoon (Bally)	4.2	3
8. (4)	White Water (Williams)	4.1	3
9. (6)	Fish Tales (Williams)	4.0	7
10. (7)	Terminator 2 (Williams)	3.8	20
BEST OTHER GAMES			
1. (1)	Pool Table (Valley)	4.7	14
2. (2)	Air Hockey (Dynamo)	4.5	20

*Game reappears in top ten after absence.
 #* Indicates how long the game has remained in poll after reappearance.

AN EXPLANATION

For this game poll we compiled results received by operators on their opinions as to which were their top earning games, in four categories: dedicated video, video kits, pinballs and best other games. Each game was rated on a scale of 1 to 5, with 5 representing superior earnings. Above are the results of this poll. We invite all operators in Canada to participate in future polling. Just fill out the form located to the right and send the results by telephone, mail or fax to our editorial offices (address, phone numbers at top right). Without your co-operation a poll such as this could not be possible. We also encourage comment on this poll. Perhaps there is information lacking you wish to have included, or a different way to compile the results.

NOTES ON OUR RANKINGS

For the purposes of this poll we consider SNK's Neo-Geo a dedicated game. If you are referring to the One-Slot version, please name the top earning software.

(This poll is for information purposes only and is based on a small statistical sample. Operators, of course, must use sound judgement and traditional methods for their purchasing decisions.)

GAME POLL FOR NEXT ISSUE

Please fill out this poll as completely as you can and return immediately to: Poll Results, Canadian Coin Box, 106 Lakeshore Rd., E., Suite 209, Port Credit, Ont. L5G 1E3 or fax 416-271-6373. Your name and address are for verification purposes only. (Canadian operators only.)

TOP DEDICATED VIDEOS

Rank Title Pts (1-5, 5 is superior)

1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		

TOP VIDEO KITS

1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		

TOP PINBALL MACHINES

1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		

BEST OTHER GAMES

1.		
2.		
3.		
4.		

Name: _____

Company: _____

Tel: _____

NEO • GEO

SAMURAI

ShoDown

KANEKO™



**Gal's Panic II adds
new excitement**

- features 65 different tantalizing girls
- first ever high resolution digital technology
- eight way joy stick
- **NEW** two player simultaneous play



FA BI Foosball

Compare Quality

- Sealed Bearing Guides
- Stainless Steel Top Rail
- All Plywood Construction
- ESD4 Coin Chute Adapted
- 18 mm Telescoping Rods (Not 16 mm)
- Internal Score Keeper
- Tempered Glass Playfield

POARA ENTERPRISES LTD.

259 Edgeley Blvd. Units 11 & 12

Concord, Ontario L4K 3Y5

Tel: (416) 660-1107 FAX: (416) 660-1143

CANADA'S HIT LIST

(Published in *The Record* the week of June 28, 1993)

POP ADULT

WO LW TW

9	1	1	Have I Told You Lately—Rod Stewart
9	3	2	That's The Way Love Goes—Janet Jackson
6	4	3	I Don't Wanna Fight—Tina Turner
9	2	4	Hero—David Crosby & Phil Collins
9	7	5	Even A Fool Can See—Peter Cetera
12	6	6	Can't Do A Thing...—Chris Isaak
9	8	7	Don't Take Away My...—Aaron Neville
10	9	8	Come Undone—Duran Duran
16	5	9	Will You Remember Me—Jann Arden
6	12	10	By The Time This...Kenny G/Peobo Bryson
6	13	11	No Apologies—Alanis
6	13	12	Look Me In The Eye—Vivienne Williams
5	17	13	Fields Of Gold—Sting
10	16	14	Love Don't Live Here...—Sven Gali
11	14	15	Harbour Lights—Bruce Hornsby
14	11	16	The Crying Game—Boy George
5	26	17	The Truth—Banned In The UK
8	18	18	Coat Of Shame—Mae Moore
13	21	19	I'll Never Get Over You—Expose
17	15	20	Lost In Your Eyes—Jeff Healey Band

COUNTRY

WO LW TW

8	4	1	That Summer—Garth Brooks
13	1	2	Blame It On Your Heart—Patty Loveless
7	12	3	Money In The Bank—John Anderson
13	3	4	Trouble On The Line—Sawyer Brown
12	2	5	Tell Me Why—Wynonna Judd
11	6	6	Hometown Honeymoon—Alabama
14	7	7	Oh My Oh My Sweet...—Diamond Rio
6	10	8	Blank Pages—Patricia Conroy
11	13	9	Somebody Else's Moon—Collin Raye
13	8	10	Honky Tonk Attitude—Joe Diffie
9	11	11	Gillis Mountain—Rankin Family
9	18	12	Tell Me About It—Tanya Tucker
14	9	13	No Future In The Past—Vince Gill
14	5	14	Should've Been A Cowboy—Toby Keith
6	21	15	A Bad Goodbye—Clint Black/Wynonna
10	22	16	The Hard Way—Mary Chapin Carpenter
14	15	17	Love On The...—McBride & The Ride
4	23	18	Fortune Smiled On...—Cassandra Vasik
6	29	19	It's Your Call—Reba McEntire
12	25	20	I Guess You Had To Be...—Lorrie Morgan

These lists have been reprinted with permission of **The Record**, Canada's weekly music business newspaper. Subscription enquiries should be directed to: The Record, P.O. Box 201, Station M, Toronto, Ontario M6S 4T3, Tel: 416-533-9417, Fax: 416-533-0367.

TOP RETAIL SINGLES

WO LW TW

8	1	1	That's The Way Love Goes—Janet Jackson (Virgin/EMI)
5	2	2	Oh Carolina—Shaggy (Virgin/EMI Music)
6	7	3	Show Me Love—Robin S (Atlantic/Warner Music)
7	3	4	Have I Told You ...—Rod Stewart (Warner Bros./Warner Music)
3	12	5	Can't Help Falling In Love—UB40 (Virgin/EMI Music)
13	4	6	Sleeping Satellites—Tasmin Archer (Capitol/EMI Music)
5	6	7	Regret—New Order (Polydor/Polygram)
8	8	8	Come Undone—Duran Duran (Capitol/EMI Music)
11	9	9	Looking Through Patient Eyes—PM Dawn (Island/A&M)
7	11	10	In These Arms—Bon Jovi (Mercury/Polygram)
12	10	11	Down With The King—Run D.M.C. (Attic/A&M)
12	5	12	No Limit—2 Unlimited (Quality)
4	14	13	Almost Unreal—Roxette (Capitol/EMI Music)
2	32	14	Tribal Dance—2 Unlimited (Quality)
3	17	15	Break It Down—Tears For Fears (Fontana/Polygram)
5	13	16	The Floor—Johnny Gill (Motown/Polgram)
4	19	17	Walking In My Shoes—Depeche Mode (Sire/Warner Music)
17	18	18	Supermodel—Rupaul (Isba/Sony Music)
20	22	19	Ordinary World—Duran Duran (Capitol)
12	15	20	Love Is—V. Williams/B. McKnight (Polydor/Polygram)

FRANCOPHONE TOP-20 ALBUMS

WO LW TW

9	1	1	Stef Carse—Stef Carse (PGM/Select)
24	3	2	Daniel Belanger—Les insomniaques...(Audiogram/Select)
4	4	3	Patricia Kaas—Je te dis vous (Sony Musique)
17	2	4	Dick Rivers—Les grandes chansons (PGC/Select)
3	5	5	Kathleen—Ca va bien (Sony Musique)
13	10	6	Francine Raymond—Les annees lumieres (Deauville/Select)
20	6	7	Frederic Francois—Les grandes chansons (PGC/Select)
59	8	8	Marie Carmen—Miel et venin (Double/Select)
19	7	9	Mario Pelchat—Pelchat (Sony Musique)
17	11	10	Jordy—Pochelle surprise (Sony Musique)
7	9	6	Artistes Varies—Au nom de l'amour (Select)
4	12	12	Liane Foly—Les petites notes (Double/Select)
16	13	13	Les Co-locs—Les Co-locs (BMG)
39	14	14	Joane Labelle—Histoire sans retour (SLP/Musicor)
22	15	15	Lara Fabian—Lara Fabian (Jill Records/Muisacor)
7	15	16	Gilles Valiquette—Pieces (PGV/Musicor)
11	18	17	Mylene Farmer—Dance Remixes (Polydor/Polygram)
10	20	18	Diane Dufresne—Delouement majeur (Deauville/Select)
68	19	19	Richard Seguin—Aux portes du matin (T. Rock/MCA)
15	20	20	Alain Morisod—Melodies pour rever Vol. 2 (Kosmos/Select)

CANADIAN TOP ALBUMS

1	The Rankin Family—Fare Thee Well...
2	Snow—12 Inches Of Snow
3	Barenaked Ladies—Gordon
4	The Tragically Hip—Fully Completely
5	Holly Cole Trio—Don't Smoke In Bed
6	Daniel Lanois—For The Beauty Of...
7	Neil Young—Harvest Moon
8	Leonard Cohen—The Future
9	April Wine—Attitude
10	Celine Dion—Celine Dion

DANCE CLUB CHART

WO LW TW

4	4	1	Janet Jackson—That's The Way...
9	1	2	Bizzare Inc.—Took My Love
11	2	3	La Style—I'm Raving
8	3	4	Dr. Alban—Sing Hallelujah
5	5	5	Michael Jackson—Who Is It
4	8	6	Night Crawlers—Push The Feeling...
2	19	7	Captain Hollywood—More & More
6	6	8	Run D.M.C.—Down With The King
5	7	9	New Order—Regret
10	9	10	Rozalla—Faith

Big, Small or Kit Mad Dog II Two Player!

MAD DOG II

the Lost Gold



50" Model



33" Model



25" Model



Mad Dog II
Update
Kit

Now you can operate what will prove to be one of the industries top earning games, in a size to fit any location and budget. Mad Dog II, one of American Laser Games newest live action interactive video games, is available in 50" and 33" monitor sizes. Plus, if you are currently operating other ALG games, you can refresh those older games with the addition of a Mad Dog II Kit, consisting of a Laser Disk, Program Card and Decorative Cabinet Decals. And you are no longer required to return the old disc and card. . . they're yours to keep to build a library of ALG games.

You know of Mad Dog McCree's longevity and consistent earning power. Mad Dog II is predicted to out earn our proven winner. For more details, call your American Laser Games distributor today.

Floor Space Measurements:

25" Model (27.5" w x 32" d) • 33" Model (32" w x 72" d) • 50" Model (47" w x 76" d).

All models are 78" high.

Leaders In Interactive Live-Action
© 1992 ALG



FOR DISTRIBUTOR REFERRAL CALL:
505/880-1718
4801 Lincoln Rd. NE, Albuquerque, NM 87109

CAGS Spring Open House and Service Schools

Canadian Amusement Game Supplies Ltd. hosted another successful open house, May 6 and 7, 1993, which this year featured two service schools.

Keith White, "the world's worst salesman" was on hand taking apart an NSM CD jukebox and explaining its inner workings and service. The school was taught using an NSM *Performer Grand*.

John Buris of Premier Technology taught the pinball service school on the *Street Fighter II* pin.

The Premier and NSM schools were "A 100 per cent success," says CAGS president Brad Weiss.

Each school had an attendance of about 30 operators and according to Weiss, the response was very positive. "Everyone said they learned a lot."

Weiss says they try to hold an NSM school twice a year, but this was the first Premier school that had held in "quite sometime," because there is now enough product from Premier to support one.

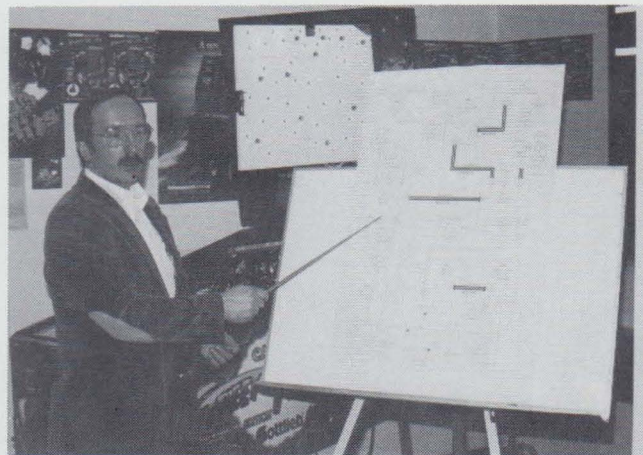
Weiss says future schools are anticipated, but have not yet been scheduled.

The open house was held during the seminars, from 8 a.m. to 8 p.m. each day, and featured CAGS full line of machines, and plenty of refreshments. Manufacturer representatives on hand were Ed Schmidt from Alvin G. & Co. to answer any questions on the company's newest pins and Damon Paramore of Dynamo Corp. to discuss features of Dynamo's pool tables.

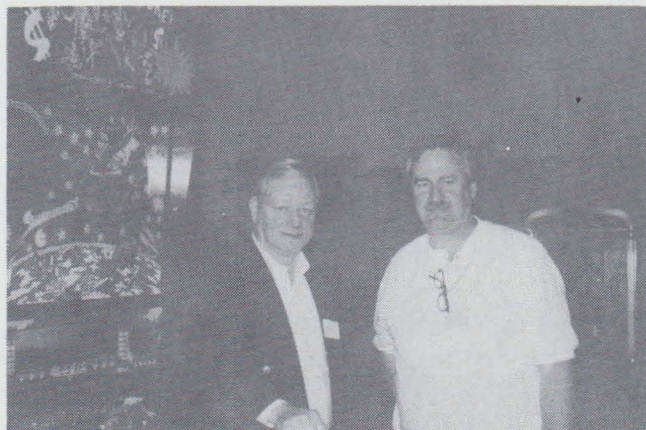
"Everybody did a real good job for us," says Weiss about those who took part in helping to make the event a success. He says the open house and schools attracted close to 100 operators from Saskatchewan to B.C. and he's happy with the results.



Keith White of NSM explains the workings of the Performer Grand.



John Buris of Premier Technology goes over the fine points of the *Street Fighter II* pin during CAGS' service school.



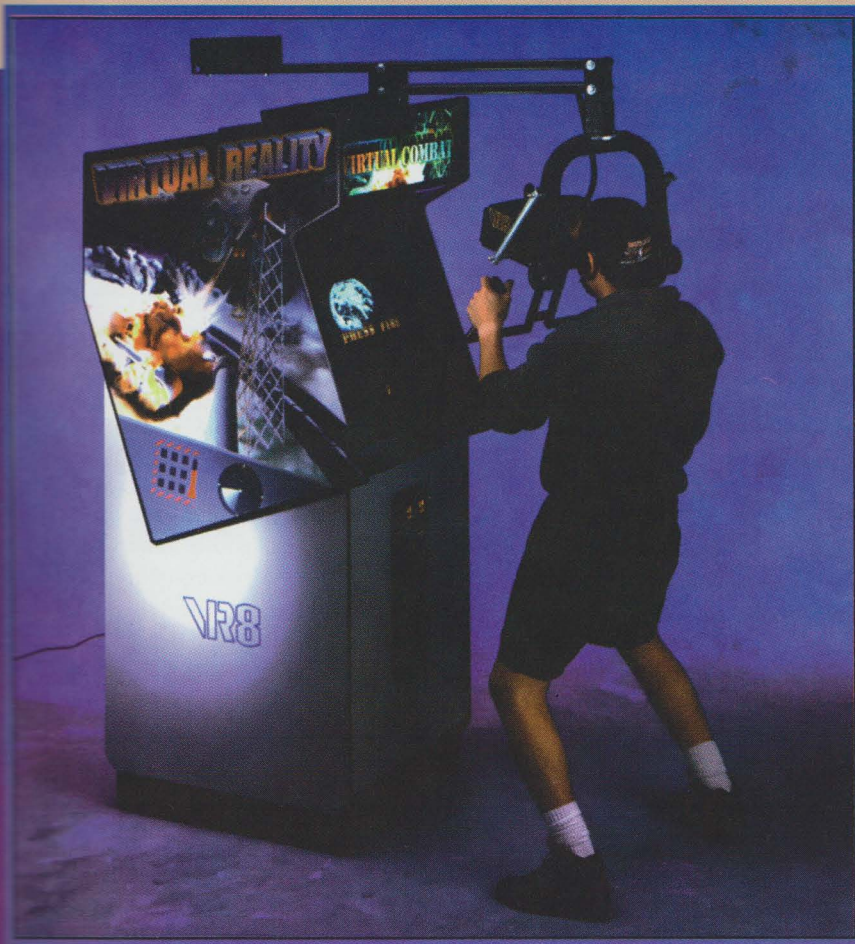
Ed Schmidt from Alvin G. & Co. with Eric Joel of Big Valley Ventures.



Damon Paramore of Dynamo shows Western Canadian operators the finer points of Dynamo pool tables.

VR8 VIRTUAL REALITY FOR THE MASSES

Virtual Reality for **WAY** under US \$10,000



VIRTUAL COMBATTM

SPECTACULAR REAL TIME
3D GRAPHICS

32 ACTION FILLED BATTLE
SCENES

BOOK KEEPING FEATURES

STANDARD UPRIGHT FOOTPRINT

NO ATTENDANT REQUIRED

PERFECT FOR STREET OR ARCADE



VIRTUAL REALITY for the coin op industry.
Sturdy enough for even the toughest locations!

Have you ever seen
VR as intense as this !!



Make headlines as
head of the Allied forces



Choose from 32
missions



Furious action
scenes



This game is **HOT**

CALL NOW FOR YOUR
CLOSEST DISTRIBUTOR

VR8 inc.
1985 Yosemite Ave, Suite 250
Simi Valley CA 93063
Ph (805) 520 6988 Fax (805) 520 6989

© 1993 VR8 inc. All Rights Reserved

**AVAILABLE
NOW!**
(Limited Stock)

Street Fighter II in the Movies

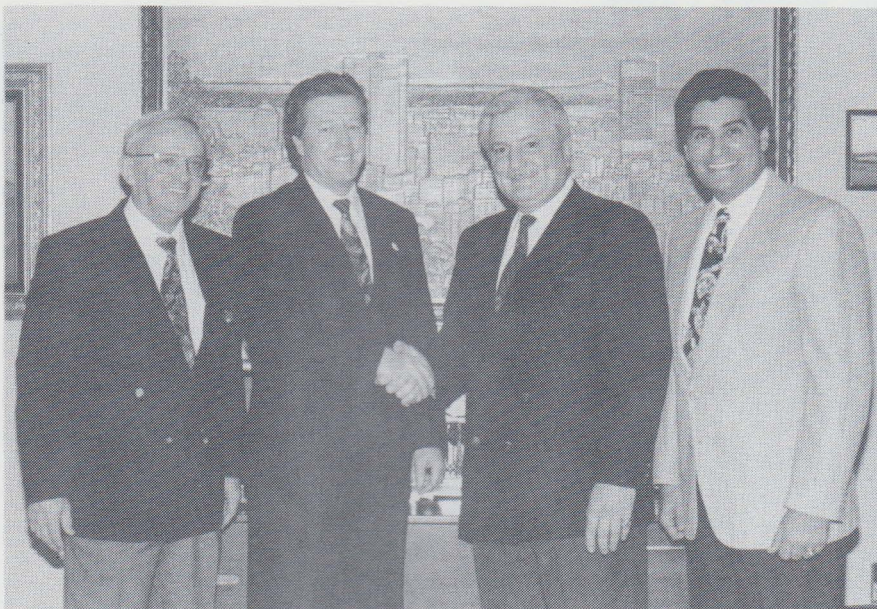
Capcom Co. Ltd. and Edward R. Pressman Film Corp. are joining forces to bring the successful video/computer game, *Street Fighter II*, to the big screen. Capcom will co-finance the production.

The feature, to be written and directed by action-adventure veteran Steven de Souza (*Die Hard*, *Die Hard 2: Die Harder*, *Commando*, *Running Man*, and co-writer of *48 Hours*), will bring the twelve martial artists who duel in the *Street Fighter* game to life as part of a contemporary story of hostage rescue.

Besides the arcade version, *Street Fighter II* is available to the home market for Super Nintendo and Sega Genesis systems. Capcom has licensing deals which include comic books, clothing, toys and cable television.

Independent production company, Edward R. Pressman Film Corporation, has more than 35 films to its credit, including the Academy Award-winning *Reversal of Fortune* and *Wall Street*.

The film will be executive produced by Galaxy Films partner Sasha Harari, who produced Oliver Stone's *The Doors*.



From left: Jean-Guy Laramée, R & D Director, and Denis Laniel, Gen. Mgr. of Laniel Canada Inc., Steve Kinder, Dir. of Sales, JCM North America and Vince DiVincenzo, James Industries, finalize distributors agreement.

JCM and Laniel Canada

JCM recently announced that it has reached an agreement whereby Laniel Canada Inc. will exclusively distribute its products in the Canadian Gaming, Lottery and Amusement markets. In addition, Laniel will provide factory service for JCM's Canadian products.

According to Steve Kinder, JCM's

Sales Director, "Laniel Canada, Inc. stands for quality and dependability in the Canadian marketplace. As we introduced our new Canadian products, we felt it was very important to establish a strong Canadian presence for both sales and service. We believe that this agreement with Laniel will be a key element of our success in Canada."

Jurassic Park Previewed at CCM Pinball School



Canadian Coin Machine's Jim Niblock, Ian Chesterton, Par Bassan, Hau Nguy, Will Wong and Judy Taylor don Jurassic Park Ts for their Data East Service School June 4, 1993.

T-Rex roared his approval of the Data East Service School, held on June 4, 1993, in Vancouver, B.C..

The school, hosted by Canadian Coin Machine, was also an opportunity to present the new Data East *Jurassic Park* pinball game to Western Canadian operators. Attendance was excellent, with operators coming from as far away as Calgary. Jim Gorman, of Data East, Chicago, did an excellent job of conducting the class, as expressed by many of the 50 attending operators.

Jim Niblock, general manager of Canadian Coin Machine, says the large turnout demonstrated the enthusiasm for technical knowledge, as well as a renewed interest in pinballs from both operators and players. "Jurassic Park is a phenomenal pinball game from a player's point of view, and the dinosaur theme should attract a lot of younger players to this game and in turn to pinballs in general."

COLLECT THESE.



THESE COLLECT.

Now you can improve your collections by adding these two new **SuperPins™** to your collection.

INDIANA JONES, the pinball adventure from Williams, captures all the excitement of all three hit movies. The new *Digital Compression System (DCS)* blows the competition away

with incredibly crisp CD-like sound. And the first-ever player-controlled *TILT-A-MATIC™* playfield is an adventure in itself.

TWILIGHT ZONE – It's a pinball journey into the unknown from the Bally design team that brought you the mega-hit, **ADDAMS FAMILY**.

With unique new features like *MagnaFlip™*, the *Power Field* and a space-age *Power Ball*, this pin will transport you into the profit zone!

Improve your collections with the games designed to collect longer – **INDIANA JONES** and **TWILIGHT ZONE**.

Williams 
Williams Electronics Games, Inc.

A subsidiary of
WME
Industries Inc.

Bally
Midway Manufacturing Company

A subsidiary of
WME
Industries Inc.

3401 N. California Avenue • Chicago, IL 60618 • (312) 267-2240 • Fax (312) 267-8435

Based on the TV Series "The Twilight Zone™". ©1993 CBS, Inc. Name, likeness and voice of Rod Serling are protected by State Law. ©1993 Midway Manufacturing Company. Manufacturer of Bally/Midway Amusement Games. All rights reserved. NOTICE: "INDIANA JONES™" is a trademark used under license from Lucas film Ltd. ©, TM & © 1993 Lucasfilm Ltd. All Rights Reserved. Used Under Authorization.

7-Eleven Stores Remodelling Better Accommodates Games

In neighbourhoods throughout Western Canada, the face of 7-Eleven Stores will change as a result of what the company calls its "most ambitious remodelling program in its 25 year history."

During 1993, Southland Canada, Inc., the operator of the convenience store chain, will spend \$25 million to remodel 200 of its 500 stores

The first phase of the program will focus on stores in Victoria, Vancouver, Southern Alberta and Winnipeg, and will continue into 1995 to address the entire store network amounting to a \$50 million capital investment.

Since coin operated amusement games have always been an integral part of 7-Eleven stores, the remodelling program will generally have a positive effect on game placement within the individual stores, according to Liz Mallender, national public relations manager for Southland Canada.

In the test store in Vancouver, for example, a special alcove was built for

the games, equipped with bright lighting, signs, and in direct view of the sales counter. "It worked out for the better," said Mallender. "Each store will be looked at on an individual basis. The games are being looked at in a special way as far as store layout goes." She says treatment of the games will of course depend on how much money they bring in for the store.

The remodel plans inside the stores will focus on changes to lighting, floors, equipment, merchandise layout, product mix and store decor. The new interior will have widened aisles, lowered shelves and supermarket-style aisle markers to aid shoppers. Store employees will have new uniforms which complement the interior decor and new operating guidelines which focus on meeting customer needs.

Outside, the focus will be on changing exterior signs, lighting, and landscaping. In many cases, gasoline pump facilities will be remodelled to include faster, more modern, dispensing equipment.

The company says all changes are a result of extensive market research over two years. The decision to remodel is made on a store by store evaluation.

AAMA Award Winners

William G. Rickett, president of the American Amusement Machine Association (AAMA), presented Frank Gumma, Jr. with the AAMA President's Award during the association's Annual Legislative Conference Dinner held in Washington, D.C., May 16, 1993.

Gumma is vice president of American Vending Sales, Elk Grove Village, IL, and is the association's treasurer and a member of the AAMA Transition Committee.

President of the AAMA since May 1991, William G. Rickett was named the 1993 recipient of the Joe Robbins Award during AAMA's Annual Legislative Conference Dinner held at the Old Ebbitt Grill, in Washington, D.C., May 16th.

The award was presented by Joe Robbins, former AAMA president and chairman of Sega Enterprises, who noted Rickett's many contributions to the industry, as both a highly respected manufacturer (as founder and president of Dynamo Corporation) and a key member of AAMA's Board of Directors.

Choosing Rickett was a unanimous decision.

COUNTERFEIT GAMEBOARD NEWS

Operator Acquitted in B.C.

Thomas Ma of Victory Electronics was found not guilty of copyright infringement involving two illegal *Street Fighter II* boards in his Vancouver arcade.

The criminal court decision rendered May 11, 1993, now has Capcom, the official copyright holder of the *Street Fighter II* game boards, looking at the option of taking the case to B.C. Supreme Court as a civil action.

Prosecuting attorney for the Crown, Peter Eccles, told *Coin Box* that Ma was found not guilty on the grounds that it could not be proved beyond a reasonable doubt that he was the person who put the boards in his arcade, because two other members of his staff had access to the games. Despite this, Eccles says he's pleased with the verdict. "This case has laid out some sign posts on where the courts are likely to go in future prosecutions of this kind." He adds, "It has re-

moved some of the technical arguments that can be used in defense."

Stanley Wong, Canadian Council for Capcom, says although Ma was acquitted, the judge in the case ruled the boards to be counterfeit and therefore, as specified in the Copyright Act, are in Capcom's possession to deal with as they wish.

Barrie Operator Charged with Copyright Infringement

The RCMP recently laid charges in Barrie, Ontario, concerning video game boards believed to be counterfeit.

Robert Rose and his arcade 10-0-4 have been charged with copyright infringement concerning video games.

The games believed to be involved in the case are Capcom's *Street Fighter II* and *Magic Sword*, and Midway Manufacturing's *Mortal Kombat*.

At presstime, the RCMP said they were unable to comment, as the case was still under investigation.

AAMA Takes Legal Action

The American Amusement Machine Association (AAMA), through Mexican authorities, has taken legal actions against several Mexican companies as part of their campaign against copy boards.

At least six major coin-op companies were visited May 28 by the government agency equivalent to the FBI and people specially trained in the detection of Capcom and Midway copyboards and accessories. The police agents were sent and authorized to search for *Street Fighter II* and *Mortal Kombat* copyboards among several companies.

According to Mexico's Inter Video magazine, copyboards of both games were found and confiscated in at least three locations. What action will be taken as a result of the seizures or how many more raids are planned was unknown at presstime.

See also *Midway Manufacturing's efforts to combat counterfeit game boards*, p. 16.

Gottlieb®

presents



Tee'd Off™

Featuring

BUY-A-BALL™

BUY-IN OPTION

- Height: 92" (234 cm)
- Height with Lightbox
Folded: 55" (140 cm)
- Width: 27" (69 cm)
- Depth: 52" (132 cm)
- Weight: 289 lbs. (131 kg)

**GUYS, GALS, AND GOPHERS ALIKE
LOVE TO PAR-TEE ON TEE'D OFF
IN *BOTH* STREET AND ARCADE LOCATIONS**

VR8 in Canada

New-Way Sales has been appointed the exclusive distributor for *Virtual Combat*, the first commercially viable Virtual Reality game for the coin-op industry's street locations.

Product was to be available June 30, 1993. For more information contact New Way Sales at 416-674-8000.

Sell-Out Expected at Fun Expo

FUN EXPO (The International Family Fun Center and Miniature golf Show) has developed a multi-tiered seminar program as the centrepiece of its third annual trade show, to be held at Nashville Convention Center, Sept. 30, to Oct. 2, 1993.

All major amusement suppliers will participate in this year's show featuring everything from batting cages to go-karts to rides.

Round table workshops and seminars will cover, *Successful Family Entertainment Center Development*, *The Future of Redemption* and *Staying Competitive*.

Boomtown

Skee-Ball, Inc., has recently completed a family fun centre project for Boomtown, the hotel/casino complex located seven miles outside of Reno, Nevada. In an effort to remain competitive in a market which caters increasingly to the entire family, Boomtown has added a new 35,000 sq. ft. Family Entertainment Centre.

Skee-Ball's major contribution to Boomtown was layout and design assistance in the redemption games area, including the game selection, quantities, game installation and operational support.

With the December 1992 acquisition of Vari-Tech International, Skee-Ball has acquired the capability to undertake large scale game development projects. VTI personnel provide Skee-Ball with knowledge gained through years of industry experience and the successful completion of numerous midway game ventures, including the Disneyland State Fair, Universal Studios, Fiesta Texas, Blackpool Pleasure Beach (Blackpool, England), Whitewater American Adventure, and Reino Aventura (Mexico City). □

Midway Expands Campaign to Combat Counterfeiting

Midway Manufacturing has substantially extended the scope of its battle against counterfeiters of its video games recently.

In a series of raids in Korea, Canada, Mexico, France and the United States, with the cooperation and assistance of local authorities, Midway seized in excess of 1,000 counterfeit video game boards, cooperated with authorities in order to obtain the arrest of two manufacturers of counterfeit game boards, and seized voluminous documentation relating to the manufacture and distribution of counterfeit video game boards in the United States and throughout the world.

The recent actions are part of Midway's continuing global efforts to strictly enforce its copyrights and property. In February 1993, Midway claimed "stunning success" in seizures in Italy. In April and May, the company participated in broad enforcement action in Taiwan.

In Canada, Midway has been working closely with the Royal Canadian Mounted Police in cracking down on a large network of distributors and operators of counterfeit Mortal Kombat game boards. Over 60 distributors and operators were implicated in the recent raids in which the Ontario Provincial Police and York Regional Police also assisted. The raids involved some 40 games, sometimes entire cabinets. The information obtained, which is still being developed, is leading investigators to other distributors of counterfeit video game boards in the United States. Canada is believed to be a major channel for the distribution of counterfeit game boards in the U.S. The RCMP are vigorously expanding their investigations to stop the flow of illegal goods.

Midway has also taken steps to inform the public on their efforts to combat counterfeiting by advertising in the business sections of the *The Toronto Star* and *The Globe & Mail* newspapers. The ads ran in mid-June and read as follows: "Midway and the RCMP join forces to trounce Mortal Kombat counterfeiters. Midway Manufacturing Company expresses its thanks to the RCMP for the seizures carried out against the counterfeiters of the Mortal Kombat video game in recent months, and to the Ontario Provincial Police and the York Regional Police force for their assistance in enforcing Midway's rights. The assistance Midway has received from the police reflects the interest of the Canadian authorities in fighting the piracy of goods. Midway will continue to fight against all those who infringe on its rights and counterfeit or commercialize unauthorized copies of Midway's games. P.S. To all operators of bars, amusement arcades and concession stands, etc. Don't be foolish. Don't deal with counterfeiters of Midway's video games. Midway is very serious about enforcing its rights. Don't wait for Midway to find you. If you have a Mortal Kombat counterfeit, or information concerning counterfeit Midway's video games, come forward while you have the chance. Call now at 416-368-8311 and ask for the Midway desk."

Rebecca Ellis, Advertising/Promotions Manager for Midway, says there has been a good response to the ads since they have run. She says they were placed to educate the consumer of the counterfeit situation, as well as professional management.

Within the U.S., Midway has been involved in several recent actions and developed substantial documentation and leads concerning the distribution of counterfeit game boards in the United States. These actions have confirmed the link to Canada in the distribution of counterfeit game boards.

Until recently, Midway's efforts have been directed at the distribution of counterfeit video game boards. As a result of substantial documents and other evidence seized in the recent raids, Midway is developing extensive information on the purchasers and users of counterfeit game boards.

It appears that most of the end-users have reason to know that they are profiting from counterfeit game boards and Midway is preparing to launch major actions against these end-users. Expansion of the campaign will include arcades, convenience stores, bars and other purchasers and users.

Barbara Norman, Vice President and General Counsel to Midway, addressed the issue of counterfeiting and the theft of Midway's property: "When we catch an operator profiting from a counterfeit game boards, the typical response is, 'I didn't know it was a counterfeit.' That response never worked and will not work in the future. Operators are hereby again on notice: you are responsible for making sure that you are dealing with an authorized dealer. When we catch you using a counterfeit game board—not if, but when—we will do everything we can to stop further illegal profiteering. We are very serious." □

WILD WEST COW-BOYS OF MOO MESA™

RUSTLE UP SOME
MOOLAH!

- 2 OR 4 PLAYER
- KIT
- HORIZONTAL MONITOR
- BUY-IN & CONTINUATION



KONAMI®

KONAMI INC. • 900 Deerfield Parkway • Buffalo Grove, IL 60089-4510
Phone (708) 215-5100 • FAX (708) 215-5144 • Telex: 6871385 KONAM UW

© 1993 R. E. BEE, Inc. All Rights Reserved. Exclusively Licensed by Surge West, Inc.
The "WILD WEST COW-BOYS OF MOO MESA", its characters, names, and all other elements are trademarks of R. E. BEE, Inc.
Exclusively Licensed by Surge West, Inc.
© Konami Inc. 1993 Konami ® is a trademark of Konami Co., Ltd.



- **2 OR 4 PLAYER**
- **KIT**
- **HORIZONTAL MONITOR**
- **BUY-IN & CONTINUATION**

• **PLAYER'S CONTROLS:**

8-WAY JOYSTICK

BUTTONS:

SHOOT

JUMP

Howdy pardners, welcome to Cowtown, where y'all help Marshall Moo Montana and his bunch of bovines, Dakota Dude and Cowlorado Kid bring harmony to the land of Moo Mesa and its kinder folks by being steadfast and true to the Code of the West.

Now upholding the Code of the West ain't no easy task mind you, when varmints like the evil Mayor Bulloney and his mean shootin', cud chewin' cousin, Sheriff Terrorbull are in cahoots together.

Marshall Moo Montana a champion among bulls is the straight shootin', cowlected leader who is as patriotic as moother's apple pie. Dakota Dude is rarely in a good mood, he is a rough, tough, gruff and hot-tempered bovine who will lock horns and make hamburger patties out of anyone who tries to rustle up the populace of Moo Mesa. Finally there is the Cowlorado Kid who loves nothin' more than pickin' his guitar and singin' songs but if any bully so-much-as udders a discouraging word he'll be all o'er 'em like lead on bullets.

The crusade begins when the hooded hooligan, the Masked Bull, kidnaps the lovely li'l lassie—Lily Bovine. Y'all must gather up all y'er strength and muster up all y'er courage as this journey takes you on an adventure never before dreamed of. Across the scorchin' desert, deep inside the terrifying Skull Mountain, hunted through the dreaded deadly Ghost Town and into many other territories never tread upon before. There y'all must battle an acidic arachnid who comes armed with a six-gun clutched in one claw and a jug o' bug juice in the other. This insidious varmint is downright horribull but will seem as harmless as a tumbleweed when y'all find y'erself snout to beak with the sleazy rifle-wielding, scuzzy Boothill Buzzard who's definition of a good, clean fight means to be as delusive, deceptive and deceitful as possible.

So saddle-up your steed and join this fearless and intrepid bunch of bovines restore tranquility and serenity to the Cowtown of Moo Mesa.

C.O.W. BOYS OF MOO MESA is a licensed property from those good folks that brought you T.M.N.T. and don't forget to see your wranglers Saturday mornings on ABC, check your local listings.

KONAMI®

A "USER FRIENDLY GAME"!

Alvin G. & Co.™
"THE NAME FOR ORIGINALITY & QUALITY"



Mystery Castle™

WELCOME TO THE MYSTERY CASTLE

SCAVENGER HUNT FOR THE HIDDEN
ITEMS. COLLECT THE ITEMS,
COLLECT THE EARNINGS.

- COMPLETE THE 6 POSITION
DROP TARGETS
- LIGHT THE HIDDEN FACE
- ENTER THE CASTLE,
PREPARE FOR **DOOM**
- COLLECT ALL 15 ITEMS TO
ACHIEVE THE ULTIMATE –
THE **CROWN**
- SHOOT THE 4 RAMPS
- FIND THE SECRET DOOR

EXPERIENCE THE EXCITEMENT OF A
SCAVENGER HUNT IN AN OLD CASTLE. FIND
THE ITEMS, BUT BE PREPARED – THE SPIRIT
FORCES MAY PROPEL YOU INTO **DOOM**.

HEIGHT	75"	190.5cm	WEIGHT (UNCRATED)	245lbs.	111kg.
WIDTH	22"	55.9cm	WEIGHT (CRATED)	279lbs.	126.5kg.
DEPTH	25"	63.5cm	LENGTH	51.5"	130.8cm



1993, Alvin G. & Co. CONTACT US FOR A DISTRIBUTION NEAR YOU.
305 WEST NORTH AVENUE • MELROSE PARK, IL 60160 • USA • 1-708-345-9000 • 1-708-345-2222
STATE OF THE ART SERVICE 1-800-858-FLIP

Member of
AMOA
Amusement & Music Operators Association

THE SEABREEZE AND RICHELIEU: TRADEMARKS OF CANADIAN COIN-OP HISTORY

Few Canadians may realize that Canada once had pinball manufacturers in Montreal

By Sandra Anderson

North Star Coin Machine Co., the first and perhaps the only Canadian pinball manufacturers, came about out of necessity, as well as the blood, sweat and tears of two brothers in Montreal who took on the risks and the challenges of manufacturing their own pinball games.

It was a question of the protection of the Canadian dollar. That's what the government told Canadian businessmen when they launched an embargo in 1947, limiting the export of wheat to Switzerland and the import of Swiss watches, as well as other luxury items. Pinball games fell under this restriction, and people in the coin-op amusement business couldn't import any games from the U.S. or anywhere else for that matter, between the years of 1947 and 1951.

Meanwhile, brothers Gerard and Jacques Tremblay of Montreal, after having served in the military during the war, were working back in the coin-op business, which they had begun learning in their teens, fixing machines in their garage. Laniel Amusement employed Gerard before he joined the airforce in 1942, and his position there was filled by brother Jacques, who wasn't called to join the army until after his 18th birthday in 1944. After the war Jacques returned to Laniel Amusement and his brother worked for a Montreal operator.

Jacques Tremblay, now 66 and residing in Montreal, remembers when he and his brother, both in their 20s, discussed the idea of building their own pinball games. "We said to ourselves, if we

couldn't import the machines, we would build some." This decision wasn't an easy one, so anticipating years of hard work without time for vacations in the years to follow, Jacques bought his first car and drove to Florida in the summer of '48 with his friends to try to relax before devoting his "heart and soul" to the company. Jacques says even during that vacation, he was already putting a lot of thought into game design.

Jacques sold too, but focused his attention on the technical side of the business.

The Games

The first game to come from North Star Coin Machine was the *Seabreeze*, with bathing beauties on the backglass and a sun 'n surf theme.

A year later *Richelieu* came on the scene, named for a popular Montreal-area race track. Cabinet design incorporated Canadian maple leafs and the backglass featured handsome race horses going through their paces. The Tremblay's brother-in-law, who was in the graphics business, designed the artwork.

The *Seabreeze* and *Richelieu* were, as most games of that time, made of wood, but the Tremblay's ran into some special problems. For example, they couldn't get the wire they needed for manufacturing so they approached a local plastics company and had it made.

Game play on both machines was 5 cents and they both had flippers and all the modern features of 1949.

Distributed Across Canada

The Tremblay's former employers, Laniel Amusement, distributed the games during the years they were being manufactured, and used them on their routes.

"The pinball games were innovative for their time and could

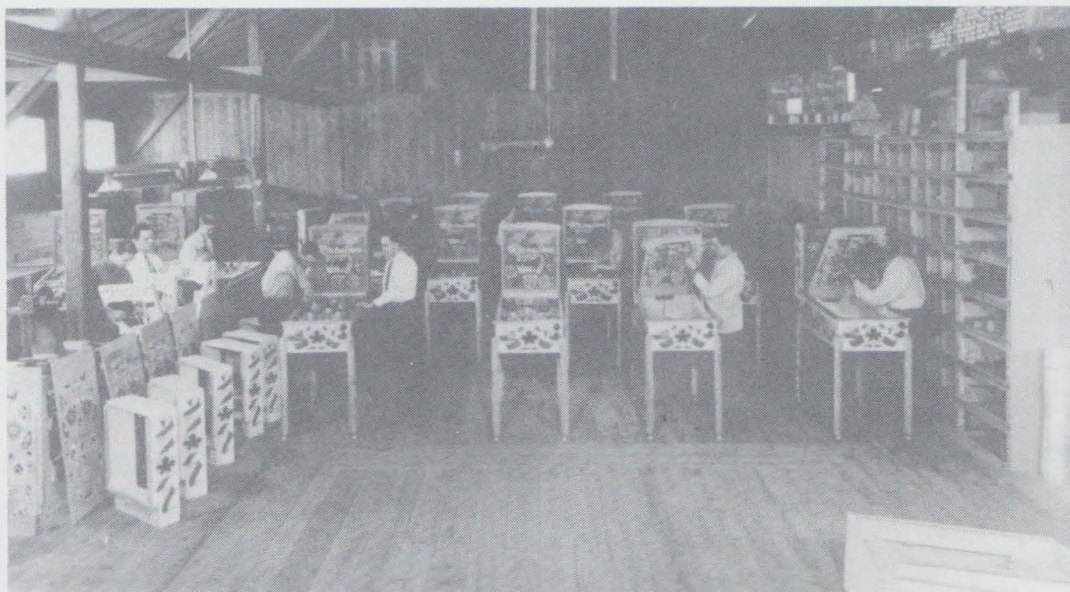
compete with any others on the market," says Jean Coutu of Laniel Automatic, one of the companies that evolved from the original Laniel Amusement. They also carried parts for the machines including plenty of the Tremblays' specially made wire.



Jacques and Gerard Tremblay at North Star Coin Machine in Montreal with their first pinball game, *Seabreeze* in 1949.

The brothers formed North Star Coin Machine Co., in 1949, located in the east-end of Montreal. The company grew to employ 100 people.

Gerard Tremblay, who had a knack for sales, was three years Jacques senior.



The North Star Coin Machine Co. factory in the east end of Montreal operated from 1949 to 1951.

Although rebuilt from old pinball machine bodies, the Seabreeze and Richelieu were new in every other sense.

Coutu remembers, "They were perfect. They had a brand new playing field and all the modern features of the time." He adds, "No other company could have rebuilt the machines the way they did."

An original Richelieu brochure on file at Laniel Automatic contains the following information: *First Canadian Design for only \$295.00, federal tax included F.O.B. Montreal. Features include; high score up to 8 million; 13 rebound bumpers; tilt proof; sequence bonus up to 500,000; double bonus; 5 roll-over buttons; super high power flipper; two explosion bumpers; 1 to 5 sequence rebound bumpers; 5 roll-over switches; special bumpers that score three different ways; and super special roll-over switches. Designed and manufactured in Montreal by North Star Coin Machine Co., Gerard & Jacques Tremblay, sole owners, 6657 St. Urbain St., Montreal.*

"They helped us out a lot," says Jacques Tremblay about Laniel.

The Seabreeze and Richelieu were also distributed by J.C. Blouin in Trois Rivières, Quebec, who also operated machines in the area. Between the two distributors, the machines found their way all across Canada.

"We were the first ones and the only ones," says Jacques Tremblay about manufacturing pinball machines in Canada. "It was a very big thing to do."

No Regrets

North Star Coin Machine was forced out

of business when the embargo lifted and operators were able to buy used pinball machines from the U.S. at a substantially lower cost.

"You could buy two-year-old pinball games from the U.S. for \$25 to \$40 in 1951," remembers Jacques. "We didn't want to close the business, but we had to." He says they were left with several cancelled orders on the Richelieu. "It was very hard for us."

Despite setbacks, Jacques and Gerard were determined to stay in the business and became operators of a small route in Montreal, under the name Tremblay Amusements.

Tremblay Amusements still exists today, but remains idle due to Gerard's death over a year ago, and Jacques' ailing

for his son.

Also, the Musée de la Civilisation in Quebec City has a Richelieu pinball game among their collection, as part of the exhibition, *Ainsi va la Ville*—a tribute to the history of Montreal. It was on display last summer in Montreal as part of that city's 350th Anniversary celebrations.

Serge Poulin, from the museum's public relations department says the Richelieu will show again as part of *Ainsi va la Ville* from May 1994 to October 1994 at the Musée de la Civilisation located downtown in the old part of Quebec City.

Although the Tremblays had to borrow and invest and "work like slaves for four years," for North Star Coin Machine, they've received complimentary letters from all over the country, which made them feel their efforts were worthwhile.

And, although the success of North Star Coin Machine Co. didn't turn out as they hoped, Jacques Tremblay says he and his brother didn't regret a minute of it. "I'm glad to have been through it, it took courage to do what we did."

Editor's Note: If readers know of the whereabouts of any other Seabreeze or Richelieu pinball games, *Coin Box* would be pleased to hear from you. Contact the Editor at 416-271-1366 or fax 416-271-6373.

Laniel Automatic can be reached at 151 Chemin Rockland Rd., Montreal P.Q. H3P 2W3, or call Jean Coutu at 514-731-8571, fax: 514-731-4006.

The Musée de la civilisation can be contacted at 85, rue Dalhousie C.P. 155, Succ. B, Quebec, G1K 7A6 Tel: 418-643-2158. □



The Richelieu pinball from 1949, named after a popular Montreal race track.

health. But Jacques says if he could still operate, he would.

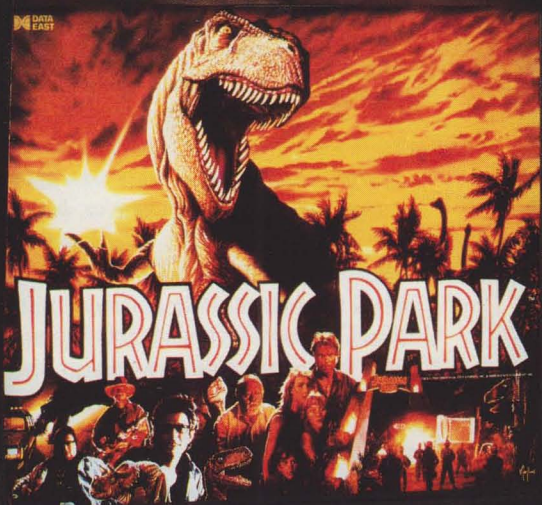
"I like this business. It's a novelty business with lots of challenges. There's always something new." He adds, "This is not a business to sleep in."

Where Are The Games Today?

Coin Box magazine could not track down a Seabreeze. Jacques Tremblay says he was forced to sell the one he had several years ago. He still, however, has a Richelieu he's keeping



JURASSIC PARK



DATA EAST



DINOSAURS TAKE THE REIN

DATA EAST



JURASSIC PARK

SYSTEM
START-UP



JURASSIC PARK

FIRE!



JURASSIC PARK

TM & © 1992 UNIVERSAL CITY STUDIOS, INC. & AMBLIN ENTERTAINMENT, INC.

**A PINBALL ADVENTURE
65 MILLION YEARS IN
THE MAKING...**

Data East Pinball has joined forces with Steven Spielberg and Universal Pictures to bring you the pinball event of this era. **JURASSIC PARK** offers a profusion of terrific gameplay features along with the hottest licensed title in history!



The most fearsome predator ever to walk the earth comes to life – a fully-automated, ball-eating Tyrannosaurus Rex!

**THIS SUMMER'S
SIZZLING
BLOCKBUSTER
SENSATION!**

IF IT'S NOT JURASSIC PARK IT'S EXTINCT!



Where in JURASSIC PARK do you want to go first? It's

up to you! JURASSIC PARK allows you to explore 11 different mini-games.



Take a shot at the mosquito fossilized in amber. The last blood he tasted didn't come from any present-day animal!

DINOSAURS



Watch out for big T-Rex — you'll know he's approaching when you feel the cabinet rumbling. Get too close and he'll eat your ball for lunch!



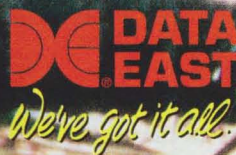
You'll see and hear actual scenes from the movie via the full-size dot matrix display and the BSMT 2000 digital stereo sound system.



Start by taking your best shot at the deadly Velociraptor using the Tazer Stun Gun — but save your missile; you'll need it later.



Enter the Control Room to see the status of the Park on the monitoring computers.



Data East USA, Inc.
1850 Little Orchard St.
San Jose, CA 95125
Phone: (408) 286-7080
Fax: (408) 286-0842



Special Preview
June 12, 1993



FOR AMUSEMENT ONLY
50¢ - 1 PLAY
75¢ - 2 PLAYS
\$1.00 - 3 PLAYS
3 BALLS PER GAME
HOLD FLIPPERS FOR INSTANT INFO
SEE DISPLAY FOR REPLAY VALUE
MURRAY CHILDS - 30



JURASSIC PARK...the movie event of the summer, the pinball event of the year!

ALVIN G. & CO.: KEEPS IT ALL IN THE FAMILY

A young company with tradition behind it brings a unique blend to pinball

With the father-son teams of Alvin and Michael Gottlieb and Adolf Seitz, Sr. and Jr., Alvin G. & Co. is finding great success in the manufacturing of pinball machines.

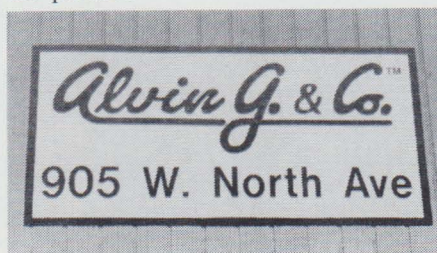
The company was started three years ago when Alvin Gottlieb, son of David Gottlieb, decided he wanted to get back into the pinball business. Espousing the Gottlieb family philosophy, "your organization is your people," Alvin Gottlieb pulled no punches in assembling a crew of industry veterans to help in the difficult task of starting a pinball company from scratch.

Alvin Gottlieb has been able to bring back a core group of people from D. Gottlieb & Co., including June Dylla, comptroller; Tom DeFotis, software programmer; Mike Sawyer in quality control; and a father/son team with over 60 years' combined experience, Adolf Seitz, Sr., as production engineer, and Adolf Seitz, Jr. in charge of engineering.

In addition to the above, Alvin G. & Co.'s employee list reads like a Who's Who of pinball industry veterans. Ed Schmidt, with 20-plus years' experience, is field service manager and has assembled a team of technicians who man their 800-858-FLIP hotline—ready to answer any questions. "We are geared up and ready for service, schools, promotions, and open houses," says Schmidt.

Wally Welch, a 10 year Bally veteran, heads up the design team as chief designer. He says, "Alvin G. & Co. has

a wonderful atmosphere, because everyone here really cares and contributes to the product."



Reh Merchant, who also boasts 10 years with Bally, heads up software and electrical engineering, consisting of John Boydston, another Bally veteran, as chief electrical engineer, along with Kyle Johnson, formerly with Incredible Technologies, as sounds & music programmer, and Tom DeFotis.

When Merchant was hired, he wrote an operating system for the new Alvin G. & Co. board set, which was designed by John Boydston and Greg Topel. The new operating system featured what some operators think to be the easiest to use diagnostics in the industry.

John Boydston, along with Greg Topel, designed the entire electronics package for Alvin G. & Co., and is very proud of the results. "We started with a clean sheet of paper, and the final product proves that there was room for innovation. The company reports several dozen calls complimenting the 'cleanest electronics in the pinball industry.'"

The latest news for Alvin G. & Co. is the recent hiring of Ron Zahler as Sales Manager. Ron was with Premier for four years, and is very excited about the new company. "No one has gone from zero to successful product in this industry without any distribution network at all—yet Alvin G. & Co. has assembled some of the finest distributors in the country to handle their line. It's truly amazing if you think about it!" says Zahler.

Newest Games

After only three years in existence, Alvin G. & Co.'s *World Tour* is finally coming to the end of its very successful production run to make room for *Mystery Castle*, their latest offering.

"There is no doubt that *Mystery Castle* is going to be a great piece for us," says Michael Gottlieb, vice president. "The test earnings have been fantastic, and everyone thinks the game is just a whole lot of fun."

Mystery Castle features six drop targets, three ramps, hidden shots, and trap holes. The player is on a scavenger hunt in an old gothic castle, and must collect items by making different shots on the playfield. Michael Gottlieb says, each



Back Row: Michael Gottlieb, Adolf Seitz Jr., Front Row: Alvin Gottlieb and Adolf Seitz Sr.



Field Service Manager, Ed Schmidt; Luis Torres taking a service call and Project Manager Lyle Willmann.



Software Programming Dept.: Reh Merchant, Tom DeFotis, Vecennia Jordan checking out a game.

item has a different value or bonus round, so the game has the simplicity yet the depth required to be a good earner.

A highlight of the game is the opening of the secret door when the skull is collected. Put the ball in the secret door and the game begins DOOM mode. The DOOM mode reveals to the player that the real name of the game is Mystery Castle of Doom by flashing 'OF DOOM' and evil faces in the backglass, screaming 'DOOM' in multiball, as well as turning the entire playfield a spooky shade of red with a second complete set of lamps.

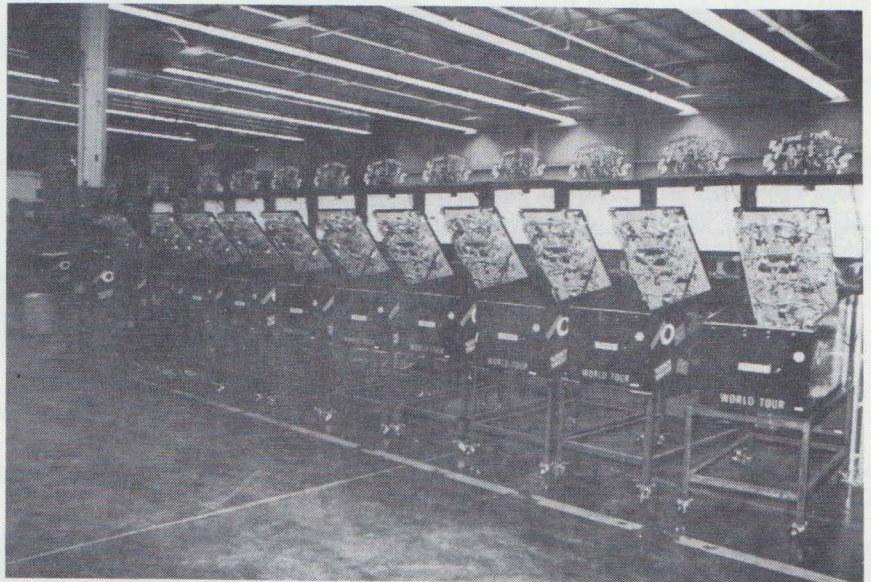
Alvin G. & Co. is also introducing its first redemption game, *Punchy the Clown*. It's smaller than a regular pin and has three pop bumpers, two three-bank drop targets, a captive ball, a spinner, rollovers, and several slingshots and kickers.

The game was inspired by Michael Gottlieb's four-year-old niece, Danielle. "My niece brought me a drawing of a clown face on a pinball playfield. She called it the 'clowny' game. That was all we needed to get started."

The criteria for design was that the game had to be fun to play, yet the playfield had to look exactly like a clown's face. "After several meetings with the art department and the design group, we came up with a playfield package that kids will laugh at, and therefore continue feeding money into—to watch the pinball roll on the clown's face and to win tickets," says Michael Gottlieb.

Punchy the Clown uses the same electronics and mechanisms as the regular pins from Alvin G. & Co., and is being offered with or without a ticket dispenser.

"We are extremely pleased about the prospects for both new games in Canada,"



The World Tour production line at Alvin G. & Co.'s factory.

says Michael Gottlieb. "Canadian operators and distributors are always looking for new pins that break earning records, as well as redemption equipment with current high earnings."

Canadian Distributors

Ed Schmidt in field service says, "Information and education are crucial. Once the distributor understood that things, like our coils, are interchangeable with other manufacturers', stocking parts for a new company was much less of an issue."

Alvin G. & Co. also offers distributors special incentives on boards and mechanisms to encourage a proper stocking of parts. "It's a long term relationship," says Ed, "and as anyone can tell you, we take care of our customers with 24-hour turnaround on parts and a 60-day warranty."

Michael Gottlieb says, "We are very proud to be working with Canadian Amusement in B.C., and a very old and

respected D. Gottlieb & Co. distributor, Laniel Automatic. Jean Coutu is a family friend, and is looking forward to many exciting games from our company."

Gottlieb continues, "Canada is a very important market to us. The Canadian player is sophisticated and will get great satisfaction from extensive play on a good pinball. We know we can provide the product that the Canadian distributors and operators want, and we are enthusiastic about the quality and capability of our two new Canadian distributors."

Down The Road

What's in the future for Alvin G. & Co.?

"We have many exciting games in development," says Adolf Seitz, Jr. "Our object is to build games that last, which ensure steady earnings and high resale value. All that's important is what David Gottlieb knew in 1927, 'It's all in the cashbox.'" □

American Laser Appoints

American Laser Games has appointed veteran game engineer John Pasierb to Director of Engineering.

He will direct the efforts of 12 in-house engineers toward creating new cinema action games and modes of interaction for ALG's arcade and home entertainment products.

Pasierb was an engineer with Bally Manufacturing for 14 years, holding the position of vice president of Engineering at Midway Manufacturing for five years. He was also vice president of Lottery Systems Development at Scientific Games, a division of Bally Manufacturing.

New Faces At Sega

Sega Enterprises Inc. (U.S.A.) is pleased to announce the addition of three new staff members to their team, Doug Shipley, Andrea Burnett, and Kymberly Patton, who will all fall under the direction of Ken Anderson, director of sales and marketing.



John Pasierb

Doug Shipley has been appointed National SalesManager for the Coin-Operated Game Division.. Shipley joins Sega from Sports Sciences of Ohio and Cleveland Coin, International. Shipley will be working with regional sales managers, and dealing with the needs of distributors.

Andrea Burnett has joined Sega U.S.A. as Marketing Coordinator. Burnett comes to Sega with a marketing and advertising background in the home furnishings, as well as music industries. She will be accountable for all advertising and convention services responsibilities, as well as acting as liaison to the local and national press.

Also new to Sega is Kymberly Patton as Sales Administrator. It will be her responsibility to coordinate and schedule all shipping, track inventory, oversee order processing, and assist with order status inquiries.

AAMA Creates New Position

The American Amusement Machine Association announces that Elaine Kite has been named to the newly-created position of Associate Director, effective March 29, 1993.

Kite has an extensive background in communications, and



Elaine Kite

as an accomplished editor and writer.

Backer at Jaleco



Jolly Backer

Jaleco USA, Inc. announces the appointment of Jolly Backer to Vice President of Coin-Op Sales.

Backer was formerly national sales manager at Capcom; he also held a position at Data East as regional sales manager. Backer will be replacing Bob Haim, who resigned in April. Joe Gilbert, sales manager for Jaleco, has also resigned.

Shinichi Ikawa, President of Jaleco USA, Inc. stated, "We

are sorry to announce the departure of Bob Haim and Joe Gilbert, and we wish them success in the future. However, we are pleased to have Jolly Backer working with us. He brings many successful years of coin-op experience to Jaleco USA, Inc."

Breither Retires

After 61 years in Coin-op, Seeburg International's Bob Breither has announced his retirement due to a chronic back problem.

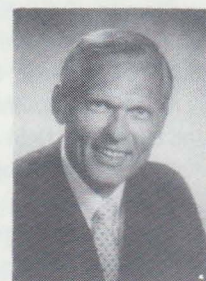
Seeburg International's general manager, Jack Kapala announced that, effective May 1st, 1993, Breither is retiring and taking medical advice to "take it easy". Breither "hung on" since the first of the year, because he wanted to see the launch of the new Seeburg International *Blast Effect* jukebox.

"I have enjoyed my association with all the operators, distributors, manufacturers and the various trade press people throughout these years," Breither says, "I will get restless I'm certain, and try something associated with the industry. I'm not saying goodbye, I'm just going to spend some time on the sidelines and enjoy myself."

Pankus Appointed Wurlitzer Prez

Industry veteran, Joe Pankus has been appointed President of Wurlitzer USA.

Pankus spent over six years as an officer and director of Seeburg corporation and has been a strong advocate of the CD jukebox. He called for the establishment of a national jukebox committee by the AMOA. More recently, he spent a year with a finance firm.



Joe Pankus

"Wurlitzer is committed to grow and offer unique programs to make its customers more profitable," says Pankus of Wurlitzer's plans.

Pankus will report to Klaus Telgheder, the Deputy Managing director of Wurlitzer GmbH in Germany.

Marketing Manager at Skee-Ball

Skee-Ball Inc., announces the appointment of Brenda L. Dunkelberger to the position of Marketing Manager/Operations Specialist, effective May 24, 1993.

She will be replacing Anne Coleman Deel who has recently resigned to pursue interests outside of the industry.

Dunkelberger comes to Skee-Ball from seven year tenure with Dorney Park and Wildwater Kingdom.

She will be responsible for all marketing and advertising activities for Skee-Ball, Inc., including all trade show involvement. She will also provide operational support and management services for new games development projects undertaken. □

North Star

D I S T R I B U T I N G

PRO CHALLENGE



- 35% Smaller Than Other Putting Games (8'6" x 4'10")
- NEW Skins Game (Match Play)
- Available at both skill levels
- 4 Player Capacity And Either 9 or 18 Hole Games
- Complete Oak Veneer Finish

341 Balmoral Ave - Cornwall, Ontario K6H3GH
(613) 345-2996 - Cellular 1-498-8362

Users' Reports

"We really liked our first Token Tech, which is why we ordered our second. I'm calling now to order our third."

"The Token Tech eliminates the need to spend hours making up rolls of 20 and 40 Tokens. We are saving enough labor cost to more than pay for it in less than two months."

"The best investment since we bought our fax machine. I can't ever imagine doing business without either one."

"We have good employees . . . The Token Tech removes the temptation for them to become "silent partners" by skimming the till."

"It's great! You should have come out with it 10 years ago."

"After using our Token Tech for Quarters, we are switching over to Tokens. Thanks to the dispenser, we got acquainted with your Token Systems."

"The Token Tech eliminates long lines at our cashier's cage. Our customers like it, too!"

"Our Batting Cage Tokens are valued at \$1 each. Anyone with a high-value Token should be using a Token Tech."

"We use a larger size Token for our Carwash. All Tokens are sold through the Token Tech. It's accurate, and much faster, and it keeps our people honest."

"The first two Token Techs are excellent. We are sending our purchase order for six additional units."

"It's working just perfect. We love it!"

"For a \$3 Cigarette Token, it's the only way to do business."

"We were using a system which had the "illusion of control" . . . The first shift manager counted all our Tokens. The third shift manager emptied all the cashboxes, and did a day-end count."

"The Token Tech has simplified our whole operation, and we know exactly where we stand every hour."

"We bought a similar item, made in Europe. It cost a lot more, but it never worked right, so we sent it back. Your Token Tech is far superior."

If you want to take more of these
to the Bank every week . . .

Just Push the Right Buttons.



Token Tech™ #2000 High Security Token Dispenser

- Control, Accuracy, Security & Dependability.
- Non-Resettable Counter. Vended Token or Coin counts can be taken on a daily, hourly, or work-shift basis . . . or Anytime.
- Changeable Display Signs. (Stock or Custom)
- Ideal for Amusement, Vending, Carwash, Casinos, . . . or Anywhere Tokens or Coins are used.

**Full Refund
on 30 Day Trial . . . Only \$1,195 ea.**

FOB LEXINGTON



Phone or Fax for
Free Brochure



LARGE HOPPER CAPACITY

Token Size	Capacity	Token Size	Capacity
.800	10,000	.984	7,500
.882	9,000	1.000	7,500
.900	9,000	1.125	6,000
Coin	Capacity	Coin	Capacity
US Quarter	7,000	Brazilian 20 Cruzados	4,500
Canadian 25¢	8,000	Venezuela 1 Bolivar	5,000
Australian 20¢	5,000	Chile 1 Peso	4,500
Canadian Dollar	6,000	Ecuador 1 Sucre	4,000



Specify Size
of Coin or Token
When Ordering



We Ship Worldwide

VAN BROOK OF LEXINGTON, INC.

P.O. Box 5044 • LEXINGTON, KY 40555 • U.S.A.
PHONE (606) 231-7100 • FAX (606) 231-7108

TOLL FREE 1-800-553-3134



Call Us and Talk to Real People — Not a Machine



Many Stock Signs available. Custom Signs (black & white or color) designed to order.

PINBALL WIZARDS

Manufacturers discuss how nostalgia and hi-tech combine in a new generation of pinball

By Betty Resendes

567-1020

From the re-staging of the rock opera Tommy on Broadway to world wide media attention for tournaments and events, pinball seems to be firmly in the limelight.

Today's pinball has come a long way, bringing generations of fans with it. And, while it may seem overwhelming to some, multi-balls, trap doors, dot-matrix, and complex playfields are also attracting new fans from the video generation.

Coin Box spoke to manufacturers and asked them how they achieve this delicate balance.

Making a Comeback

The lure of the silver ball and hi-tech glitz has resulted in a steady resurgence in the popularity of pinball.

"Pinball is fun, it always has been and always will be," says Michael Gottlieb, vice president of **Alvin G. & Co.** He says the game keeps evolving, utilizing new technology, and although there has been some levelling-off recently in the resurgence, that is part of the cyclical nature of pinball and not a concern.

"The cycle runs from an excellent game with an excellent production run to a good game with an acceptable production run," he explains.

"It is only levelling off relative to last year's outstanding production year," adds Gottlieb.

Asked why he thinks pinball has experienced such a resurgence, Gary Stern, executive vice president and general manager of **Data East** says, "The games are better." He says they are more interesting, complex, and have longer earning and interest potential.

"They are just so much more fun," says Stern, about pinball games today, and he feels licensing has contributed to that popularity.

Stern says the market may have levelled-off somewhat, but the popularity of pinball has not.

The steady resurgence of pinball can be attributed to "good old fashioned player

appeal," says L. J. Greene, marketing manager of **Premier Technology**.

Greene says video game themes have become repetitive and game play has become far too scripted. "Pinball incorporates an element of randomness, that is the ball will never move exactly the same way in any two games. Players welcome this continued challenge," says Greene.

"Manufacturers have never forgotten the lesson learned during the early 80's and have maintained a continued focus on technology and engineering," says L.J. Greene, Premier Technology.

Demographically, Greene says, the player base of pinball continues to expand. Players who developed a fondness for pinball 20 years ago in arcades continue to play in taverns and street locations, and she says these returning players have contributed to the resurgence.

She says technological developments have also made pins more interactive, and a game can be personified by speech and mechanics, giving it more "personality" than its video counterpart and adding to its popularity.

"Pinball is a great mixture of nostalgia with new technology," says Roger Sharpe, marketing director for **Williams Bally/Midway**.

Sharpe says the popularity is a combination of new technology that lets manufacturers "choreograph fully functional story lines" to attract new players, and the "re-acquaintance with an old friend" by former players.

Pinball appeals to a broad base, says Sharpe, it is different from home systems and gives players a break from video.

Emerging Technology

"Ain't got no distraction, can't hear no buzzers and bells" may be the way Tommy plays the game, but today's advanced playfields and technology are hard to ignore.

Gottlieb attributes several features with the turning point in the advancement of pinball, with the dot-matrix display at the top of his list.

"The advent of dot matrix added a visual dimension," says Gottlieb, making the game more interactive and helping educate the player.

He also cites stereo sound and digitized speech as significant advancements.

Gottlieb is quick to point out that technology is often "a double edged sword" and it is not how sophisticated a system is, but how it is implemented that attracts players.

"Our objective is to use technology to refine and simplify, on many levels, the complexity of the machine," explains Gottlieb. He says technology is often used to draw in players, but can sometimes be overwhelming for the non-video generation, and Alvin G. has tried to build pins that will appeal to both groups.

"Although it may involve a complex story, what you want to shoot at should be evident," says Gottlieb, "and if the player doesn't want to get into the complexity of the game, he should still be able to enjoy it."

Data East's Stern says there were several turning points in the evolution of pinball including the introduction of solid state electronics in 1976-77, ramps in 1983-84, and dot-matrix display on their Checkpoint game in 1991.

"It gave it a whole new look," says Stern and has been a contributing factor to pinball's popularity. He says the success of dot-matrix can be seen in its inclusion in other games, such as slot machines.

Licensing has also been an important feature, says Stern, which he admits they have done a lot of, "Licensing has been an attraction to the design group as well as

the player, and has helped to get the creative juices flowing.”

The modern day turning point in the advancement of pinball, says Greene, most likely occurred about 10 years ago when pinball survived its near destruction with the emergence of video. She says technological innovations, such as ramps and improved electronics and sound, were developed and have continued to be developed, making current games more advanced than ever before. “Manufacturers have never forgotten the lesson learned during the early 80’s and have maintained a continued focus on technology and engineering,” says Greene.

Greene doesn’t feel technology can reach a saturation point in regards to overloading a player’s senses. “Players will always look for a more technologically advanced game with each new title.” From a cost effective point of view, however, Greene says, technology may be nearing a saturation point.

Sharpe says advances in technology in their own games include Dot-Mation and electronic self-flippers or “thinking” flippers, which allow the machine to make the shot better than the player.

While current pinball technology may be overwhelming at first sight for some players, Sharpe says the key is selective technology. He explains that pinball has been effected by video, which has brought in a new audience that is attracted to the discovery and exploration potential of the game. “It allows you to discover new challenges through the course of the game.”

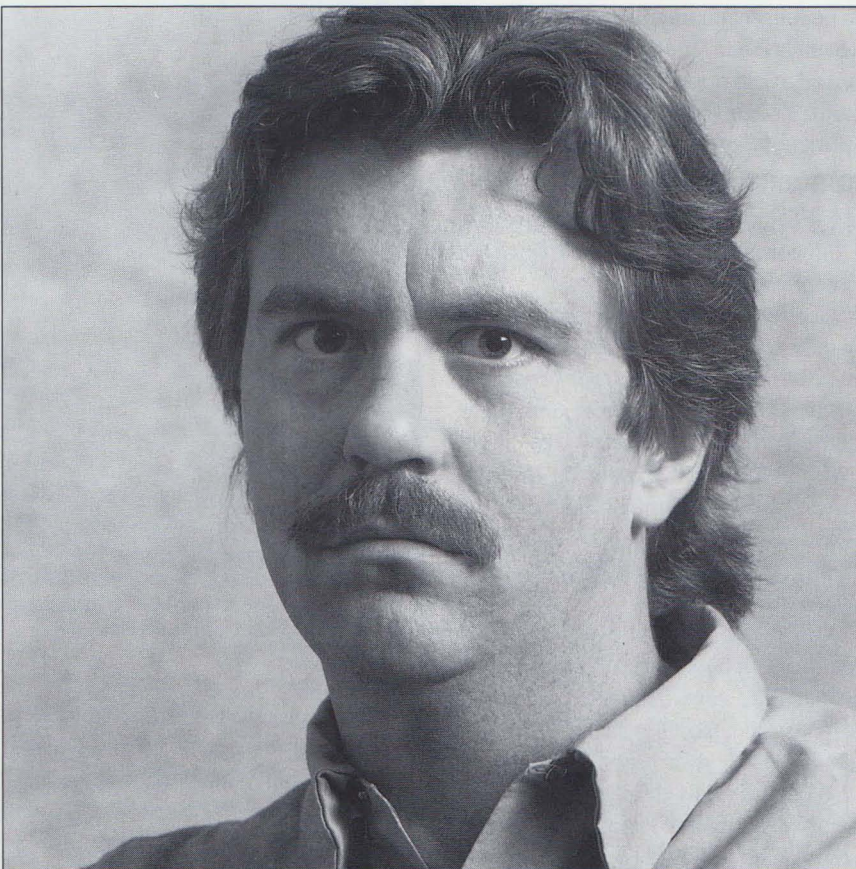
As a result, Sharpe says pinball has tried to adopt a similar concept and apply the technology to specific objects and different modes so that “the game never plays the same way twice.”

“The idea is to have enough sensory feedback to have fun and encourage the player to come back,” says Sharpe.

Another feature that appeals to video players, which has been incorporated into pinball, is the ability of better players to put their initials in a game, “immortalizing them”, says Sharpe, and encouraging competition.

Dot-Mation, says Sharpe, adds another dimension by providing visuals for spectators and “a road map” to the game for interested players.

Advanced software and technology are not only showing players how to play the game, but technicians how to fix them.



Our Machines Have To Please Some Pretty Tough Customers.



Meet Russ Hardcastle.

It’s Russ’s job to make sure every change-making machine, token machine and ticket machine we make adheres to the

highest quality standards. Russ makes sure your purchase can stand up to the toughest abuse by putting each unit through a strict 51-point exam. And Russ doesn’t fool around. He sweats the details so you don’t have to.

Standard Change-Makers

6020 Van Den Abeele,
St. Laurent, Que. H4S 1P9
Tel. (514) 332-2196
FAX (514) 332-3963



The four major manufacturers say they have made it easy for their machines to be serviced to the point where the games are "smart", with software diagnostics that help identify problems.

Promoting Pinball

Licenses, Leagues, and media coverage are all combining to get the word out about pinball.

"Licensing is definitely an entity in this industry," says Gottlieb, but warns that it can be dangerous too, because a fantastic license can promote unreal expectations.

While he admits licenses do increase awareness and may initially attract some quarters, he cautions that "A bad game with a good license is the worst thing for this industry."

"An operator should not necessarily buy into all the hype, it is still just a pinball machine." He says the game should be able to stand on its own and cites Williams' *Addams Family* as a prime example.

"Addams Family didn't do what it did because of the theme, it was and is a great machine," says Gottlieb.

Gottlieb says simplicity is important initially in promoting the game to new players and to get the player interested in what he should be shooting for. "You have to be all things to all people."

On the design level, Gottlieb says they do a lot of regional testing to determine earning potential and assist in the evolution of the game.

A successful pinball license, according to Stern, includes: worldwide appeal, a historical or current event, and the potential for the release of subsequent films, as in the case of *Star Trek*, which had a long history with a television show, world wide appeal, and subsequent re-



Gary Stern and Joe Kaminkow, center watch the birth of a baby "raptor" while working on their newest pinball, *Jurassic Park*.

leases in movies.

Cross promotions are also helpful in promoting pinball, says Stern, as in the case of Taco Bell with *Rocky & Bullwinkle* and McDonald's with *Jurassic Park*, which Stern describes as "the license of the decade".

Greene says Premier Gottlieb pins are generally characterized by themes and licenses which have broad-based, long term appeal.

"We don't normally choose a theme which is time specific like a movie title, as it winds up aging too quickly for the player and doesn't provide the operator with enough life on his investment," says Greene, who adds that licenses do turn heads, and help a game's success significantly in street locations.

Greene says leagues also play a role in promoting pinball by encouraging consistent growth in the game's popularity and are therefore, "a necessary endeavor

from a manufacturer's and operator's point of view."

Overall, Greene says, promotion keeps pinball current both in the area of a particular title and the game in general, "Maintaining current and demographically appealing games is essential for the continued success of pinball."

Sharpe says licensed themes will increase recognition and awareness, and will catch a player's eye.

He says that operators also play a role in promoting pinball by making sure games are not buried in the back of locations, are clean, and well lit.

He cautions, "If it is a first time player with a bad experience, you may never get him back."

Sharpe says pre-sell brochures, as point of display material promoting a "new game", have also been found to be effective, as well as cross promotions offering specials such as half-price pizza for high scores, or free drinks.

"It can be as simple or as complicated as you want," says Sharpe.

League play and attempts at attracting crossover players with games like Premier Technology's *StreetFighter II*, have also helped advance pinball popularity says Sharpe.

He says the popularity of pinball is evident in the ability of the AMOA-International Flipper Pinball Association (IFPA) and Professional and Amateur Pinball Association (PAPA) tournaments to attract world class players and "explosive, favourable, media coverage from around the world."

OPERATORS / KIDS

Finally A New Revolutionary Concept for Kids!

A "Virtual Reality" Experience And Educational Product

Entirely New 50 cents Entertainment Product
For Kids ages 2-8. To be Released in July, 1993
Be The First In Your Area With A New Concept

INTERNATIONAL LASER PRODUCTIONS
2166 South Mannheim, Des Plaines, IL 60018
Phone: 800-822-8574 Fax: 708-803-2910

Doug Young, executive director of the IFPA says the association is sponsored by the industry and is dedicated to promoting pinball and league play.

Administered by a board of directors, the IFPA has five funding supporters: Amusements and Music Operators Association (AMOA), Midway Manufacturing (makers of Bally machines), Data East, Premier Technology (makers of Gottlieb machines), and Williams Electronic Games.

Attesting to the global appeal of pinball, The IFPA's annual tournament, held May 21 to 23, 1993, attracted players from several areas of the world.

While there is no universally accepted format for league and tournament play, Young says the association provides charter members with information and guidelines to help them get started.

"League play is incredibly significant because it secures a market share of business, and encourages long term, repeat business," says Young.

PAPA is also an organization dedicated to promoting pinball. Established in 1980 by Steve Epstein, the association's most recent tournament attracted hundreds of attendees, awarded \$15,000 in prize money and donated \$10,000 to Special Olympics.

Aaron Benditt, president of the Canadian division of PAPA, which has been involved in charity events with local Big Brothers organizations, says wherever they are established, leagues play a big role in promoting pinball.

"When you have a league you are guaranteeing money in the cashbox, and players will often recruit their friends and promote it through word of mouth," says Benditt.

He says manufacturers have been very supportive and have made leagues and tournaments easier to run with the installation of "tournament modes" on their games.

The annual **Pinball Expo** and its Flip-Out Tournament, is another witness to the popularity of pinball. Approaching its

seventh year, president, Robert Berk, describes it as "a forum for exchanging ideas between the collector, player, and manufacturer." Berk says the event promotes every aspect of pinball and tries to be "all things to all people." He says there has been a growing excitement at the shows, as well as a growing attendance, drawing players from Europe, Australia, and Japan.

Berk says league play has been "really

important" in promoting pinball and they have had a good relationship with the IFPA, with whom they exchange information.

He says licensing has also played a role in promotion because "the names are often in the news everyday."

Future Prospects

Looking into their silver ball, manufacturers predict a bright future and continued advancements for the pinball game.

Deliver Me! And Me, And Me!

DYNAMO'S UNIVERSAL CUE BALL SEPARATION SYSTEM DELIVERS THEM ALL

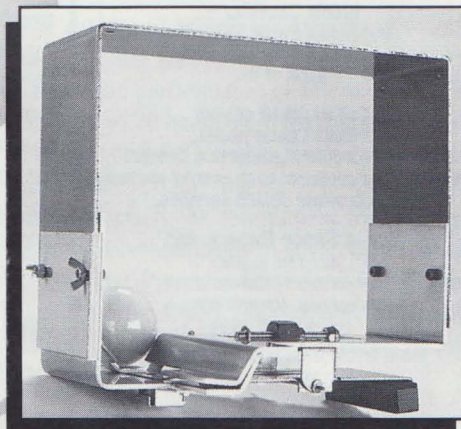
Dynamo's unique dual separation system will separate 2 1/4" weighted balls, 2 1/4" magnetic balls and 2 3/8" oversized balls—WITH NO ADJUSTMENT!

Dynamo's patented system is trouble-free and location proven. See it for yourself at your nearest Dynamo Pool Table distributor.

NEW!
2 1/4"
MAGNETIC

2 3/8"
OVERSIZED

2 1/4"
WEIGHTED



- Dynamo's Patented Cue Ball Separator System
- Lifetime Guarantee

2525 Handley-Ederville Road • Richland Hills, Texas 76118
FAX (817) 284-7606 • Phone (817) 284-0114 • (800) 527-6054

**Kiddie Games are hot.
We've got the best!**



Kiddie Whac-A-Mole®



**We've got Kiddie Whac-A-Mole®
Kiddie Can-Alley™
and Kiddie Pattie Cakes™.
When you think kiddie games
think of us.**

**Call us for all of your
Family Center needs.
We have Modular Redemption Centers,
redemptions systems, cash control systems
and complete design services.**

Bob's Space Racers. Inc.

427 15th Street
Daytona Beach, Florida 32117
Telephone. 409-677-0761
Fax 904-677-0794

Since 1970 © Bob's Space Racers. 1993

"It still has quite a way to go," says Gottlieb. He predicts much higher display resolution and larger display technology as part of the future. He says that displays are still very crude in comparison to video.

Gottlieb says the amount of memory capability is still very low, but as it expands he can envision possible applications of compact discs, allowing players to program their own audio. The incorporation of holograms and lasers are also possibilities, says Gottlieb.

While the potential seems limitless, Gottlieb says advances will depend on "what the operator can afford and how much players are willing to pay to play."

Gottlieb says pinballs can only make so much money in a given time period, so manufacturers have to keep costs in line to make the game viable. He says manufacturers have to achieve "a reasonable and equitable balance", between new technology to attract players, and what operators can afford.

In the future, Stern says manufacturers will be adding more and more creativity. Greene says she can't speak for all

manufacturers, regarding future plans for pinball, but Premier has several "timeless" licenses in the works which she says, "will contain some very reliable and cost effective mechanical devices."


"Increased focus on leagues will also be a priority of Premier's in years to come," says Greene, as well as an enhanced focus on player preference.

"The best is yet to come," says Sharpe, of the future, and he believes that "today" will be looked back on as, "the finest hour for emerging technology."

Sharpe feels the immediate future involves convincing operators of the merits of upgrading and expanding locations and showing them that there is a ready, willing, and able after-market.

Pinball is one coin-op game that has stood the test of time and continues to keep and attract loyal fans. Technological advances and complex story lines will continue to draw the player in and if the manufacturers have their wish, we will all become pinball wizards. □


Editors Note: For the latest games by pinball manufacturers, see the New Products section beginning on p. 34.



ZERO TEAM™


U.S.A.

**FROM THE MAKERS OF
RAIDEN®, SEIBU CUP SOCCER™
AND COMING SOON RAIDEN II®**




8434 154TH AVENUE N.E.,
REDMOND, WA 98052 206-881-0900

© 1993 FABTEK, INC. ZERO TEAM IS
LICENSED TO FABTEK BY SEIBU KAIHATSU INC.



**4-PLAYER
INTERACTIVE GAME
JOIN-IN FEATURE**



TOURNAMENT NEWS

BullShooter 8 Hits The Mark

Qualifiers from 16 BullShooter regionals across the U.S., plus qualifiers in Canada, Spain, Austria, Belgium, Germany and other countries, converged on Chicago, Illinois, May 28 to 31, 1993, for the largest BullShooter tournament ever, The BullShooter 8 Plus.

Sponsored by Arachnid Inc. and BullShooter Magazine, the event took place over the four-day Memorial Day weekend, at the Hyatt Regency O'Hare, with a record number of entries, 5,800, signed up for the World Championship, competing against the best players in the world for \$60,000.

There were no entry fees to the \$10,000 Top Gun Challenge on Friday night, or any of the main events starting on Saturday morning. All players received a qualifying certificate by winning first, second, or third place at a BullShooter Regional, or through their dart operator and league.

Under the direction of Sam Zammuto's, Arachnid's vice president of marketing, everything ran like clockwork, from computerized registration, to running the events on eight mini stages. Arachnid *Galaxy* games, (180), were lined up and ready to go. The technicians assigned to make sure the games ran well were the only ones that weren't busy during the weekend.

The Bull Pen was roped off and surrounded by bleachers, and towering big screen TVs. While the final matches were played, TV monitors showed the player, their score, the dartboard, and the chart, all on five, large, split TV monitors.

Events included the Friday night Top Gun Challenge Playoff, with 517 entries, and \$10,000 in prize money; a Pro Singles World Championship, a one-on-one competition of the best players in the world; and an International Team Challenge, with 4-player teams representing Belgium, Austria, Spain, Canada, Germany and the U.S., playing in a round-robin competition with Spain taking first place, U.S.A. taking second place, and Canada taking third place.

The eight main events began Saturday morning and concluded early Monday evening. The top women's singles player was Sandy Reitan, from Torrance, CA and the top men's singles player was John Part from Ontario. Both players also took home MVP honours and were awarded MVP rings by Arachnid President, Bill Ward.

Arachnid's BullShooter 1993 Tour was a "great success" and a plans are already being made for an even more exciting Bull Shooter IX Tour that will begin in September, 1993.

IFPA Pinball Tournament has Global Impact

AMOA's International Flipper Pinball Association concluded its Third Annual Championships May 23, and organizers say it was a "world class experience".

There were over 900 individual entries and competitors came from around the world.

The Grand Milwaukee Hotel was the showcase for 100 brand new pinball games, donated for tournament use by IFPA's four manufacturer sponsors. This year's line-up included *Twilight Zone* from Bally/Midway, Data East's *Jurassic Park*, Premier



John Part from Ontario, here with Sam Zammuto of Arachnid, won Men's Singles and MVP during the Arachnid BullShooter finals.

Technology's *Tee'd Off* and Williams *Dracula*.

Organizers say this year was special for several reasons, the most important being the participation of international players. The French contingent of 20 headed the list, but there were also competitors from Australia, Canada, Hungary, the Netherlands, Mexico and over 30 U.S. States.

With very little exception, the tournament format remained as it was last year, with competitions in seven different regular events, ranging from the Pinmaster divisions for Singles and two player Teams, to the Open Singles and Open Teams, Women's Singles and Teams, and Youth Divisions for ages 13 through 17, and 12 and Under. □

We Carry a Complete Line of...

**Capsules, Eggs, Toys,
Gum, Candy, Nuts,
Machines & Parts**

...and MORE!

Call Us Today!

A&A Co. / Parkway Machine Corp.

Street Address: 1930 Greenspring Drive, Timonium, MD, USA 21093 Phone: (410) 252-1020 • 1-800-638-0000
Mailing Address: P.O. Box 277, Dept. CV, Timonium, MD, USA 21094-0277 Fax: (410) 252-7137 • 1-800-800-1110



TECHNICAL CORNER

With John W. Liikala, C.E.E.T.

Technical Tips

In this issue, I would like to cover a few tips on the Silver Ball Game. When a kid plays pinball today, I wonder if he realizes how far we've really come, when it comes to pinball technology.

Looking back, the first Silver Ball games in the late 20's did not have flippers, but, nails on the playfield where your "ping, pang" sounds came from, the real actual sounds! Most were small countertop models found in the local drinking parlours. They had an array of nails and skill shot holes. Needless to say, shots were critical, bouncing off nails to get your ball into the pockets, scoring as high as 150 points. You could play 7 balls for a penny or buy the pinball for about \$17.50! Post-war pinballs went through many changes, including the switch from battery-powered to electrical, one of the first being *Kings of the Turf*. One of the first flipper games was *Humpty Dumpty*, making its debut in 1947. With the installation of legs, the floor models could really attract attention.

In the 60s came rolling scores, replacing the lights that simply lit up the score. Most pinballs were now EM (electromechanical) and the ever increasing changes still kept the players coming back; the introduction of "add a ball, replay units, drop targets and rollover targets" to name a few. Gottlieb and Williams dominated the market introducing new pinballs reflecting themes and events from their era.

In the 70s, when micro-chip technology was taking over, inevitably came the first electronic pinball, the digitally-operated *Spirit of 76*. Not the EM pinball of the past, we saw semi-conductors used as they were never used before. Take the new and improved Silver Ball game—Electronically fired coils, relays, ramps/lights, special effects, brightly illuminated lights, all luring those customers back and back again. With digital electronics, so much was possible, especially electronically produced sound effects to replace those old bells and gongs sounds. Next, was the introduction of digitized speech, as heard and seen by the first talking pinball *Gorgar*, in 1979.

Through the 80s, technology brought the fascinating two-level playfield games such as *Haunted House*, *Black Hole*, *Black Knight*, and *Flash*.

Pinballs have come a long way as we can now see additions such as "shaking effects", dot-matrix displays, digital stereo sounds, and sophisticated traps and locks keeping not only the customer, but myself, as a technician, fascinated in the ever-changing Silver Ball Game. Needless to say, throughout its history, you just can't fix them like you used to either. Technology has not been without its problems. In the next column are a few handy technical tips.

Correction: In June's Technical Corner it was stated that John Liikala owned and operated arcades in Northwestern Ontario with A & G Games. The company name was A & W Games. Coin Box apologizes for any confusion this may have caused.

Tip #1:

Dracula

Problem: Motor driving magnet across bottom of playfield, slow/sluggish.

Solution: On the right side of playfield is a bracket holding the black shaft in which the rod spins in. You will see a Nyliner or Thompson bearing that the rod sits in. Go into the magnet test. Turn on the test which turns on the motor to drive the magnet back and forth. Loosen the screws on the bracket. Notice the motor will start to speed up. This is due to the tolerance of the rod size and the Nyliner, and it is too tight.

Remove the rod and sand it gently with an emery cloth. Using a fine-thread round file, file out the Nyliner. test the rod at short intervals so as not to create a sloppy fitting. Finally, add a drop of silicon, light oil on the rod and re-assemble.

Tip #2:

MOS Technology

Most pinballs now use MOS Technology and need exact replacement. The following is a cross-reference chart:

GOTTLIEB DRIVER TRANSISTOR—RFP12NIOL
IRL530

(DO NOT USE THIS) BUZ72L=>Bad

As long as the MOSFET Transistor follow under the proper specifications. See FIG#1 on the next page, to better understand the MOSFET.

Tip #3:

Cross-references—Williams Power Supply

1—DRIVER TRANSISTORS:

MPSD02-NPN => MPSA42 or MPSA43, ECG287

MPSD52-PNP => 2N5401 ECG288

2—OUTPUT TRANSISTORS:

SDS201-NPN => MJE15030 or MPSU10

SDS202-PNP => MJE15031 or MPSU60

3—DIODES:

IN4764 => ECG5096A — 1Watt 100V Zenier

IN5378B => ECG5156A — 5 Watt 100V Zenier

IN5990 => ECG5067A — 1 Watt 3.9V Zenier

IN5335 => ECG5113A — 5 Watt 3.9V Zenier

Jukebox—Rockola Output Transistors

The following are a few common substitutes:

Q11 RED TAB—48929-2 Q12 GREEN TAB—48932-2

D44C11

D45C12

ECG377

ECG378

2N6123

2N6126

2N6315

2N6318

RFM12N08L, RFM12N10L, RFP12N08L, RFP12N10L
N-Channel Logic level Power Field-Effect Transistors (L²FET)
 12A, 80V and 100V

Features:

- Design optimized for 5 volt gate drive
- Can be driven directly from Q-MOS, N-MOS, TTL Circuits
- Compatible with automotive drive requirements
- SOA is power-dissipation limited
- Nanosecond switching speeds
- Linear transfer characteristics
- High input impedance
- Majority carrier device

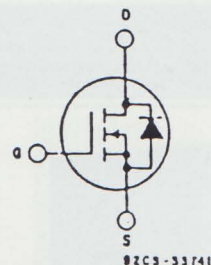
The RFM12N08L and RFM12N10L the the RFP12N08L and RFP12N10L* are n-channel, enhancement-mode, silicon-gate, power-field, effect transistors specifically designed for use with logic level (5 volt) driving sources in applications such as programmable controllers, automotive switching, and solenoid drivers. This performance is accomplished through a special gate oxide design which provides full rated conduction at gate biases in the 3-5 volt range, thereby facilitating true on-off power control directly from logic circuit supply voltages.

The RFM-series types are supplied in the JEDEC TO-204AA steel package and the RFP-series types in the JEDEC TO-220AB plastic package.

Because of space limitations branding (marking) on type RFP12N08L is F12N08L and on type RFP12N10L is F12N10L.

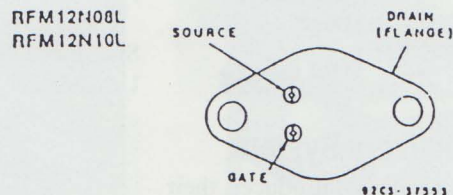
*The RFM and RFP series were formerly RCA developmental numbers TA9526 and TA9527.

Fig. # 1



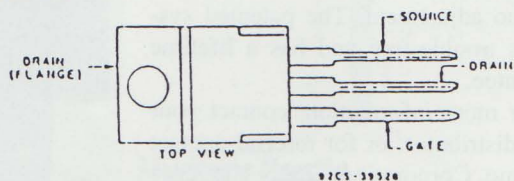
N-CHANNEL ENHANCEMENT MODE

TERMINAL DESIGNATIONS



JEDEC TO-204AA

RFP12N08L
RFP12N10L



JEDEC TO-220AB

VIRTUAL

REALITY

BENEFITS OF VIRTUAL REALITY ARCADE GAMES:

- Virtual Reality games offer a type of submersion into the game action that is unequalled. Players get real-time interaction with the gameplay.
- Virtual Reality offers the type of play the players can't get at home in front of their TV sets!
- Virtual Reality will draw players to your locations! Don't be surprised to see folks line up and wait for hours for their chance to play!
- This is the new technology that the industry has been screaming for!



ALTERNATE

(502)228-6272
fax: 502-228-6364

REALITY

ROCKET

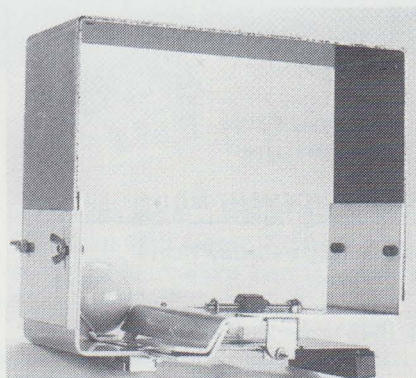
BENEFITS OF ALTERNATE WORLDS TECHNOLOGY'S REALITY ROCKET:

- AWT's Reality Rocket is a sitdown model with a light-weight helmet for full player immersion in the action. Players feel like they're IN the game.
- AWT's Reality Rocket is well-tested and **reliable**. It's a stand-alone unit with a small footprint and comes standard with a bill acceptor.
- The system has two game titles – Wolfenstein V.R. (for 1-player) and Cybertag (2-players can play against each other, making use of the system's linking capability). More titles are in development now!

WORLDS TECHNOLOGY

6900 Greenmere Boulevard
Prospect, Kentucky 40059

NEW PRODUCTS



Cue Ball Delivery System

Dynamo Corporation introduces their *Universal Cue Ball Separation System*.

The dual separation system will separate 2 1/4" weighted balls, 2 1/4" magnetic balls and 2 3/8" oversized balls, with no adjustment. The patented system is trouble-free and has a lifetime guarantee.

For more information, contact your local distributor, or for referral contact Dynamo Corporation, 2525 Handley-Ederville Road, Richland Hills, Texas 76118, tel: 817-284-0114.



Chase The Rainbow

Purple Star Inc. introduces *Chase The Rainbow*, a hand/eye coordination skill game.

In *Chase The Rainbow* the object of the game is to keep the rainbow lit. Random selections of the brightly coloured rainbow go out and the player must push the correct colour coded light button to re-light the rainbow.

As the player demonstrates proficiency, the action accelerates and slower

players are given verbal prompts to assist them. If the rainbow is fully lit at the end of the 30 second play time, bonus points are earned.

Features include dot matrix display for scoring, LED lighting for the rainbow, original voice and music score, ticket dispenser, and operator adjustable pricing and ticket pay-out.

For more information contact Purple Star Inc., 2900 Justin Drive, Suite C, Urbandale, IA 50322, tel: 515-276-7500.



Enter Jurassic Park

Data East USA Inc. introduces *Jurassic Park* pinball, officially unveiled May 15th in a gala event at the Smithsonian's National Museum of Natural History in Washington, D.C.

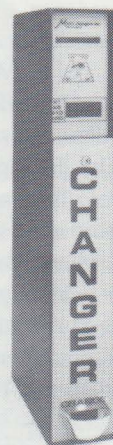
Jurassic Park pinball consists of over 25 different mini-games and features up to six-ball Chaos Action. Players are armed with a Tazer Stun Gun and start gameplay by attempting a shot at the deadly Velociraptor.

The pinball playfield is based upon scenes from the upcoming movie and features the newest pinball innovation, a fully automated, ball-munching Tyrannosaurus Rex. As he approaches, the cabinet rumbles and shakes. Spell out T-Rex and he'll pick up the ball, chew and swallow.

Added features include scenes and sound from the movie, and a full-sized

dot-matrix display combined with a BSMT 2000 digital stereo sound system.

For more information, contact your local distributor, or for referral contact Data East USA Inc., 1850 Little Orchard Street, San Jose, California 95125-1045, tel: 408-286-7080.



New Micro Changers

Micro Changers Inc. has reduced its prices, while increasing the capacity, on its slim-line front and rear load *Model MC15 Micro Changers* from \$800 to \$1,000 in quarters or 4,000 tokens.

The *MC15* changer is available for Canadian \$2, \$5, \$10, and \$20 bills, dispensing quarters, tokens, or loonies (\$1 coins), and is housed in a 6 1/4" wide x 36" high cabinet.

For more information, contact your local distributor, or for referral contact Micro Changers, P. O. Box 112035, Campbell, CA 95011, tel: 408-377-9032.



World Rally

Atari Games Corporation introduces *World Rally*, a road rally driving game.

World Rally is a one or two-player alternating driving game. Controls in-

NEW PRODUCTS

clude a steering wheel pod, shifter assembly and accelerator pedal.

Players select one of four rallies to start, each progressively more difficult than the one before. A rally is composed of three stages, offering a variety of different track layouts and road surfaces.

Completing each stage within the 60 second limit allows players to advance to the next stage for free. After the finish of each stage, and at the completion of all 12 stages, players times are displayed and compared with other top drivers.

World Rally is available as a universal kit, complete with 360 degree steering wheel assembly with mounting pod, shifter assembly, accelerator pedal, PCB, and artwork for header, control panel and side decals.

For more information, contact your local distributor, or for referral contact Atari Games Corporation, 675 Sycamore Drive, P. O. Box 36110, Milpitas, CA 95035, tel: 408-434-3700.



Nostalgic Rock-Ola

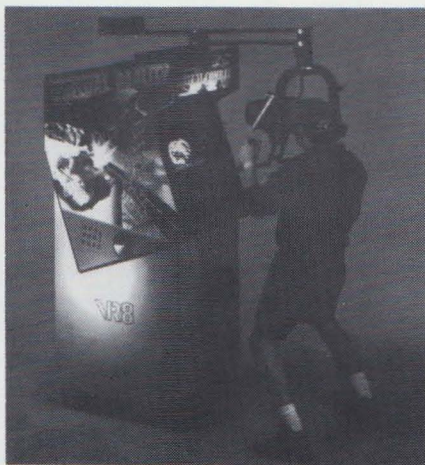
Antique Apparatus/Rock-Ola's nostalgic jukebox line now comes equipped with the Rock-Ola CD mechanism. Features include 100 CD capacity and a powerful 280 watt amplifier.

The Rock-Ola *Bubbler* incorporates all of the improvements that have been installed on Rock-Ola's contemporary model *Gala 5000*, including a new cam which provides for gentler handling of the CD and reduces turntable wear.

Another innovation is the CD player test program. This function allows for

precise diagnosis of all of the functions of the Phillips CDM-4 Industrial player.

For more information, contact your local distributor, or for referral contact Antique Apparatus/Rock-Ola, 2335 208th St., Torrance, CA 90501, tel: 310-328-1306.



Virtual Combat

VR8 inc. announces the release of their virtual reality game, *Virtual Combat*, a tank battle game featuring 32 missions to choose from.

Contained in a standard upright video cabinet, this game utilizes a LCD based "periscope" design, consisting of a stereoscopic viewer and a vertically moving bar that attaches it to the cabinet.

The periscope features stainless-steel shocks, bullet-proof plastic to withstand location abuse, and new vertical grips.

A player places his face against the viewer as two small LCD monitors superimpose an image on a 90 degree mirror assembly, creating a three-dimensional backdrop. The headgear is also equipped with two speakers, positioned close to the player's ears, that output digitally synthesized sound.

In *Virtual Combat*, the player navigates a tank through enemy territory shooting at other tanks and planes while avoiding obstacles. One of two modes can be selected, manual and automatic pilot where the tank is controlled by the computer and player need only shoot.

For more information, contact your local distributor, or for referral contact VR8 inc., 1985 Yosemite Ave., Suite 250, Simi Valley, CA 93063, tel: 805-520-6988.



Mystery Castle

Alvin G & Co. *Mystery Castle*, takes players on a scavenger hunt.

In *Mystery Castle* players can complete the 6 position drop targets, light the hidden face and collect all 15 items to achieve the ultimate, the Crown.

Putting the ball into the secret door sets-off Doom mode, where the playfield is turned into a spooky shade of red and evil faces fill the backglass, screaming Doom in multi-ball.

For more information, contact your local distributor, or for referral contact Alvin G. & Co., 905 West North Avenue, Melrose Park, IL 60160, tel: 708-345-9000.



Prime Time Fighter

In this corner, Taito America Corporation's new *Prime Time Fighter* kit.

In *Prime Time Fighter*, all the action

NEW PRODUCTS

takes place in the boxing ring in different cities through-out the United States. Each of the fighters have their own special punching and fighting technique.

This one- or two-player kit features high definition graphics, full marquee, complete set of control panel buttons (8), two joysticks, and a JAMMA harness.

For more information, contact your local distributor, or for referral contact Taito America Corporation, 390 Holbrook Drive, Wheeling, IL 60090, tel: 708-520-9280.



Premier's Tee'd Off

Premier Technology hits the fairway with their latest pinball, *Tee'd Off*, and encounters an obstacle, Gunther, The Dancing Gopher.

In *Tee'd Off*, Gunther teases and taunts players who attempt to avoid his antics and complete pitches, putts, and hole-in-ones, through all 9 holes and all pinball rounds.

One round is called "Go-Fore-Par-Tee" where players must shoot the gopher wheel, which spots the letters G-O-P-H-E-R, and sets off the three ball multi-ball round.

For more information contact your local distributor, or for referral contact Premier Technology, 795 Industrial Dr., Bensenville, IL 60106, tel: 708-350-0400.

Send information and photos of new products to the Editor, Canadian Coin Box Magazine, 106 Lakeshore Rd., E, Ste. 209, Port Credit, ON, L5G 1E3, Tel: 416-271-1366, Fax: 416-271-6373.

SUBSCRIBE TO:
CANADIAN

Coin Box MAGAZINE

CANADA One Year \$28.00 + \$1.96 GST = \$29.96

CANADA Two Years \$40.00 + \$2.80 GST = \$42.80

Fill out and mail with cheque, money order or credit card information.

COMPANY: _____

NAME: _____

TITLE: _____

ADDRESS: _____

CITY: _____

PROV: _____ CODE: _____

PHONE: _____

(To reclaim GST, NCC Publishing is registered with the federal government as # R119397545)

Signature: _____

** Charge to my VISA ☐ MasterCard ☐

_____ Expiry date: _____

Signature: _____

Mail to: Canadian Coin Box Magazine, Subscription Dept., NCC Publishing, 222 Argyle Ave., Delhi, Ont. N4B 2Y2. Tel: 519-582-2513 Fax: 519-582-4040.

BUSINESS DIRECTORY



**HALIBURTON &
WHITE LIMITED**
Since 1922



Coin and
Currency
Handling Equipment



**Cummins
JetSort®**

(514) 748-6554

(416) 259-9206

VIDEO GAMES CONNECTION

We Carry A Large Selection Of
JAPANESE ORIGINAL BOARDS
(We Buy & Sell New & Used PC Boards)

NEO GEO ARCADE GAMES

FOR MORE INFORMATION PLEASE CALL

• (416) 577-0006 • FAX (416) 577-6241 •

77 James St. N., Box 28, Hamilton Eaton Centre,
Hamilton, Ontario, Canada L8R 2K4
TORONTO LEAVE MESSAGE AT (416) 512-7491

MARKETPLACE ADVERTISING

RATES: \$20 per column inch for boxed display type classified rates are 65 cents per word, with a \$15 minimum charge, and \$3 extra for a box number. Add 7 per cent GST to the total. Payment must accompany the ad copy. We accept VISA and MasterCard. Please include number, expiry date and name as shown on card. Send orders to Canadian Coin Box magazine, 106 Lakeshore Road East, Suite 209, Port Credit, Ontario L5G 1E3. Telephone: (416) 271-1366, Fax: (416) 271-6373.

G.E.I. AMUSEMENTS OF CANADA

344 Edgeley Blvd., Unit 28, Concord, Ont. L4K 4B7

Sales • Pinball Service • Parts • Auctions

USED PINBALLS:

Getaway, Addams Family, Terminator 2, Lethal Weapon 3, Star Trek, Fish Tales, Checkpoint, Batman, Hook, Creature from the Black Lagoon, White Water, Party Zone

NEW PINS:

This Summer's Hits . . . Twilight Zone, Jurassic Park, Dracula

DEDICATED GAMES:

Moto Frenzy Mini Deluxe, Virtua Racing, NBA Jam, X-Men, Wrestlefest, SF II Champ, Captain America, Double Axle, Narc, Space Gun, Terminator 2 Gun

P.C.B.'S & KITS:

Time Killers, Mortal Kombat, World Heroes, Art of Fighting, Super Pang, Turtles in Time, Varth, Caveman Ninja, Aero Fighters, 3 Count Bout, Fatal Fury 2, Tank Force, Rim Rockin Basketball, World Heroes II, Knuckle Bash, Raiden & Tetris

• Pool & Soccer Tables • Pinballs • Pokers • Neo Geo • 8 Lines Arcade Games • Quarter Horse • Factory Kits • New & Used Boards

*We Have Access to over 2,000 Games & Boards
Call Us After You Think You Have the Best Price*

Tel: (416) 669-9105

Fax: (416) 731-0250

Financing Available OAC. Visa & Mastercard Accepted

VENUTIAN
Records

EVERYTHING IN 45's

Hits of 50's to 90's

Customize Your Jukebox
Imports, Country and Western, Modern
plus CD's for Alternative Rock
and Hardcore

'1/2 Million' '45's In Stock'

CALL CHRIS

416-360-6787

Call for free catalogue

TOKENS

Free Samples

Hoffman & Hoffman

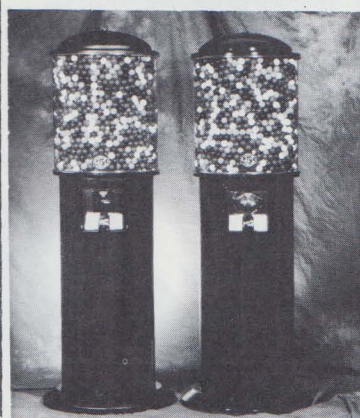
P.O. Box 896, Carmel, CA 93921

800-227-5813

fax: 408-649-3318

Custom tokens minted in 10 days

ASTROID Series I & II



- **ASTROID I** - Solid Maroon;
- **ASTROID II** - Maroon and Black with Silver Accent Trim
- **LOWEST** Priced Big Gumball Machine on the Market!
- 60" Tall • 55 lbs. Empty
- Holds 5000 Jumbo Gumballs

CALL COLLECT FOR DETAILS!

GALAXY, INC

809 N. First St. Plymouth IN, 46563

219-935-5007 • FAX 219-935-5002



Authorized Beaver Dealer

**Put In Your
Better Locations**

Stands with 1 to 10 Unit
Make sure some have our
\$1.00 — 1.3" or 2.3"
Filled-Capsules

YOUR SOURCE
FOR
1.3" CAPSULES
2.3" ROUND
CLEAR CAPSULE

\$1.00 Mixes — 1.3" Gold Caps. Mix
2.3" Clear Caps. Mix

Try Our Many
25¢ 1.3" Capsule-Mixes

NEW! SMALL EGGS
Colors Available
Gold - Green - Blue
Red - Yellow - White



TALKING VENDOR®

Talking Vendor - Trade Mark
Canada - No. 266520
U.S.A. - No. 1221491

Write — Phone — Or Fax
For Samples, Prices & Pictures

ACTIONMATIC LTD.

P.O. Box 326

Chatham, Ontario, N7M 5K4

Phone: (519) 351-2181

Fax: (519) 351-7304

HOT LINE BULK VENDING

1-800-NO1-ACME

1-800-661-2263

CALL NOW FOR OUR
New - "FREE" - Catalogue



Limit 10
per client

Southern Beaver
25¢ Bulk Vendor

62⁵⁰ each

SPECIAL

THE REAL

7 FEET
TALL

BIG
GUM



- All Steel Structure
- Extra Heavy Metal Door & Frame
- Round Key Locking Device & Pad Locks
- 85 inches tall (40" x 44") Base
- 36 inch globe (24,000 pieces)
- 25 & 1.00 "Beaver" Acceptor

\$1,699.00

Made in "Canada"

NEW

\$1.00 Sticker
Machine

SPECIAL \$299.00



Les entreprises

ACME

Since 1950

Bulk Vendor Specialist

Parts • Service • Products

4590 Henri-Bourassa W.
St-Laurent, Quebec H4L 1A9
(514) 337-2035 FAX 337-2158

MARKETPLACE ADVERTISING



GREAT PLAINS AMUSEMENT
DISTRIBUTORS LTD.

American Laser Games

Crime Patrol

Bally/Midway

Twilight Zone Pinball

NBA Jam Kit

Capcom

Saturday Night Slam

Data East

Jurassic Park Pinball

Fighters History Kit

Dynamo

Pool Tables

Rowe

Jukeboxes

Sega

Virtua Racing

(Upright and Double)

SNK

1 & 2 Slot Hardware

World Heroes 2

Valley

Pool Tables

Williams

Indiana Jones Pinball

Call now to insure earliest delivery of the latest in
Amusement Equipment.

Call or Fax Ray Bach

(204) 589-7767

455 Seymour St., Winnipeg, Man. R2X 1W9

4 Excellent Reasons why Steiner is Number 1



REASON #2:
The Steiner
Sports Card
Center

REASON #1:
The KidStop
Fun Vending
Center



REASON #4: You're
dealing directly with the
manufacturer!

REASON #3:
Recommended by
the Penguin!

"We VEND over backwards!"



Steiner

MANUFACTURING & SALES

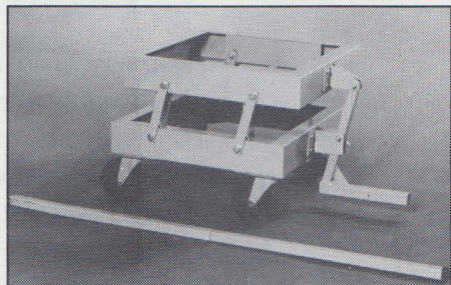
617 Sackett Street, Brooklyn, NY 11217

718 875 0835 • Fax: 718 858 3897



EASY LIFT

ONE-PERSON POOL TABLE LIFT



CONVENIENTLY STORES UNDER TABLE

- ◆ 3" Lift
- ◆ Heavy Duty 5" Casters
- ◆ Reduce Injury Claims
- ◆ Reduce Service Calls
- ◆ Use With Pool Tables, Air Hockey, Foosball, etc.
- ◆ UPS Shipping Weight 56 pounds

Order Yours Today!

800-521-6372

218-741-6075

Made in the USA



**U.S. Coin-Op
Pool Table Manufacturer
Looking for Canadian Sales Rep
And Distributors**



Call

GREAT AMERICAN BILLIARDS
(401) 463-5587
or 1-800-831-2011

Canadian Amusement Game Supplies Ltd.



Don't Get



**Order Yours
Today
before
they're gone**

Call Today for **Premier** and **Dynamo**, NSM, Valley, Ice Wells Gardner, Coinco, ESD, Coin Controls, Save Time, Tournament Soccer, Klopp, MMF, WICO, Happ, Carousel, Peter Chow, Wildcat, National, Tournament, TAITO, Romstar, SNK. Back up parts for all makes.

3117 Thunderbird Cres.

Burnaby, B.C. V5A 3G1

Tel: (604) 421-7042

Fax: (604) 421-5078



**IF YOU CAN FIND ANYTHING
WE'VE OVERLOOKED, PLEASE
SEND YOUR RESUME TO
ENGINEERING.**

1993 - A NEW GENERATION

- Sand Blasted Metal
- Anti-Rust Coated Metal
- Extra Clean Coat Finish
- Digital Sound Effects
- Direct Drive - Motor & Reducer
- Machined C-Blocks
- Coin Count Selection
- Double Coin Insert Box Option
- Front End Ball Bearing Pillow Blocks
- One Full Year Bumper to Bumper Warranty
- 42 Models Available



1993 FERRARI REPLICA
CODE: 1115

Call for your nearest Sales Office

Phone (809) 897-3180

Fax (809) 897-3377

CANADIAN DEALER ENQUIRIES REQUESTED

Coin Operated Kiddie Rides

MARKETPLACE ADVERTISING



BILL CHANGER for \$2, \$5, \$10 & \$20 bills

- Programmed for \$2, \$5, \$10 and \$20 Bills
- One universal hopper for all coins or tokens (5,600 in \$0.25 or 4,500 in \$1)
- Heavy steel cabinet with high security lock
- Removable steel front door 1/4" with modular components for easy access
- Dimensions: Height 21 3/4", Width 21 3/4", Depth 13"
- Weight: 125 lbs.

\$2,185.00

At LANIEL CANADA INC., you're always sure of getting first rate products!

LANIEL CANADA INC.
Head Office:
7101 Trans Canadienne
St-Laurent, Que.
H4T 1A2
Tel: (514) 336-5050
Fax: (514) 332-1739



LANIEL CANADA INC.
Branch:
691 Malenfant Blvd.
Dieppe, N.B.
E1A 5T8
Tel: (506) 852-3233
Fax: (506) 852-3237

DISTRIBUTORS REQUIRED

Chicago manufacturer is producing world's finest computerized coin operated weight scale that produces a paper tape and is battery operated (5000 vends with one charge).

Distributors required
in Canada,
Call Bob O'Brien
800-822-8574

ADVERTISER'S INDEX

A&A /Parkway	31
Alternate Worlds Technology	33
Alvin G. & Co.	17
American Laser Games	1, 9
Bally/Midway	13
Bob's Space Racers Inc.	30
Canadian Coin Machine	4
Data East Pinball	20, 21
Dynamo Corporation	29
Fabtek	30
International Laser Products	28
Konami (Insert)	16A, 16B
Laniel Automatic	OBC
North Star	24
NSM America Inc.	3
Pacific Vend Distributors	IBC
Poara Enterprises Ltd.	7
Premier Technology	15
Rowe International Inc.	5
Standard Change-Makers	27
Starburst Coin Machines Inc.	IFC
Van Brook of Lexington	25
VR8 inc.	11

This index is provided as a service. Canadian Coin Box magazine does not assume any liability for errors or omissions.

CALENDAR OF EVENTS

Pinball/Flip-Out Tournament

Sept. 9-12, 1993. Ramada Hotel/O'Hare, Rosemont, IL. Contact: Robert Berk, 800-323-3542. Contact for Exhibitors: Mike Pacak, 800-321-2722.

Taiwan Amusement Exhibition

Sept. 17-21, 1993. From 9 a.m. to 5 p.m. at the World Trade Center Taichung. Contact: Creative International Public Relations Consultants, tel: 02-393-7404, fax: 02-321-5098.

OCSA Blue Jays Fall Classic

Sept. 24, 1993. Ontario Coffee Service Association at Windows on Skydome Restaurant. Advance registration only. Contact: Bill Byford at 416-470-5334 or Pamela Foster, 416-510-8024.

FUN EXPO

Sept. 30-Oct. 2, 1993. The International Family Fun Center and Miniature Golf Show for the family fun centre industry at the Nashville Convention Center, Nashville, TN. Contact: tel: 914-993-9200, fax: 914-993-9210.

NAMA Trade Show

Sept. 30-Oct. 2, 1993. National Automatic Merchandising Assoc. trade show held at McCormick Place North, Chicago, IL. Contact: NAMA at 312-346-0370.

Australia Trade Show

Sept. 30-Oct. 2, 1993. Amusement Machine Operators Association of Queensland trade show at Marriots Surfers Paradise Resort of Queensland's Gold Coast. Contact the association at 61-7-841-1021, fax: 61-7-841-1332.

AMOA Expo'93

Oct. 21-23, 1993. Amusement and Music Operators Association Expo, Anaheim Convention Center, Anaheim, CA. Contact: Susan Gilbert at 312-245-1021.

OCSA Show and Convention

Nov. 5-6, 1993. Ontario Coffee Service Association's convention at Inn on the Park, Toronto, with an evening planned at Second City. Contact: OCSA at 416-510-8024.

Pacific Vend Fall Open House

Nov. 12, 1993. At Pacific Vend Distributors, 8250 Fraser St., Vancouver, B.C. V5X 3X7. Featuring a Randy Fromm service school. Contact: Dawn, 800-663-5953.

Amusement Trades Expo Int'l

January 25-27, 1994. The 50th ATEI will take place at Earls Court 1, London, England. Contact tel: 44-71-713-0302, or fax: 44-71-713-0446.

PACIFIC VEND

D I S T R I B U T O R S

- Distributor for all major lines
- Special cash discounts
- In-house warranty

- Lowest prices in Canada
- Full parts and service department
- Trade in allowances



FOR THE LATEST IN AMUSEMENT EQUIPMENT

CALL US ABOUT THE GREAT ARRAY OF GAMES AND KITS



ATARI

- World Rally Kit
- Space Lords
- Knucklebash Kit

BALLY

- Creature from the Black Lagoon Pin
- NBA Jam Video
- Twilight Zone Pin

AMERICAN LASER GAMES

- Mad Dog McCree II
- Crime Patrol Game and Kit

CAPCOM

- Punisher Kit
- Cadillacs & Dinosaurs Kit
- Super Bank It

DATA EAST

- Lippy the Clown
- Cosmo Gang
- Wacky Gator
- Hop a Tic Tac Toe
- Fighters History Kit

DYNAMO

- Soccer
- Universal Cabinets
(Plywood 19", 25", 33", 50")
- Air Hockey
- Pool Tables

IREM

- In the Hunt Kit

JALECO

- Peek a Boo Kit

KONAMI

- Martial Champion UR
- Mystic Warriors Kit
- Cowboys of Moo Mesa Kit

MERIT

- All American Superstars
Countertop (New Edition)

Mc O'RIVER

- Aero Fighter Kit

NAMCO

- Knucklehead Kit
- Suzuka 8 Hr.
- Crackie Crab
- Shootaway

NINTENDO

- Nintendo Super System
- Super System I Slot Kit
- Skins Pack

PIONEER

- Laser Jukebox
- Laser Karaoke

ROWE

- Bill Changers
- Food Vendors

SEGA

- Title Fight
- Awesome Rat
- Virtua Driving Deluxe
- Virtua Upright

SNK

- Neo Geo 1 and 2 Slot
- World Heroes 2 Pak

SMART INDUSTRIES

- Big Bertha
- Buddy Bear

STRATA

- Time Killers Kit

TAITO

- Super Chase

VALLEY

- ZD.5 Pool Tables

WILLIAMS

- Hot Shots Basketball
- Dracula Pin

8250 Fraser Street, Vancouver, B.C. V5X 3X7

Phone No. (604) 324-2164

Toll Free No. 1-800-663-5953

FAX (604) 327-6386

Turn dead space into live profits!



...with COUGAR Wall Mount Darts!

- Installs anywhere you need a profit center — above planters, shelves, tables — on any stable wall surface
- Assures player preference because of the same quality components used in free-standing Valley COUGAR DART Games

LANIEL
AUTOMATIC



PHONE (514) 731-8571
(FAX: (514) 731-4006)
151 ROCKLAND RD.,
MONTREAL, (QUEBEC)
H3P 2W3